



## HandsOn Network Corporate Service Council

Founded in 2005 under the leadership of Bob Nardelli, former Chairman, president and CEO of The Home Depot, the HandsOn Network Corporate Service Council is the premier national platform for advancing corporate volunteerism and includes more than 50 CEOs and civic leaders who represent the nation's largest and most successful Fortune 500 Companies.

### **Vision**

Corporate America will lead the nation in engaging volunteers to deliver high impact service and volunteer leadership resulting in stronger communities, neighborhoods, schools and nonprofits around the country.

### **Mission**

Focused on fully leveraging the power of employee volunteers, the Corporate Service Council leads and inspires Corporate America to increase civic impact through innovation, best practice sharing, and the application of human capital and financial resources.

### **Purpose**

The Corporate Service Council:

- 1.) Serves as the voice of the U.S. and Global Corporate volunteerism through thought leadership and advocacy;
- 2.) Creates enhanced mechanisms and infrastructure for employee volunteer activation to achieve demonstrable impact;
- 3.) Provides discussion and networking opportunities for companies to share best practices and tools to purposefully increase effective corporate engagement;
- 4.) Generates CEO visibility related to corporate volunteerism to strengthen the call to action; and
- 5.) Moves beyond traditional views of CSR by linking vision and brand strategy to employee engagement and community involvement.

### **Structure**

The Council is led by Council Members, member company CEOs and C-Suite executives, who meet three times per year to contribute guidance and strategy that raises the bar on corporate employee engagement – both increasing its visibility and its impact and effectiveness in addressing critical problems.

Additionally, Council Representatives, member company executives responsible for delivering corporate social responsibility objectives, work to convert key strategies into innovation, action and impact. Council Representatives meet four times a year (twice in person and twice via conference call). Council Representatives also serve on formal and ad hoc committees that meet more frequently to achieve results.

## Impact

Overall, the Council is committed to collectively contributing to the issues of education, environmental stewardship, and poverty alleviation through community development by increasingly connecting corporate volunteers to meaningful and effective service opportunities.

HandsOn Network is the activating, volunteer-focused arm of Points of Light Institute and the leading business unit. As the largest volunteer organization in the nation, HandsOn Network is leading people from impulse to action, turning their ideas for change into real projects like building wheelchair ramps, watershed protection projects and tutoring programs – action that addresses critical issues facing our communities, nation and world. The Network includes over 250 affiliates that serve in all 50 states and nine countries. Annually, the network delivers approximately 30 million hours of volunteer service valued at about \$600 million.

## Council Member Benefits

In return, Points of Light Institute commits to providing your company with the following Council membership benefits:

- Opportunities to impact current government policy directly affecting the sector
- Quarterly representative meetings that enhance peer-to-peer engagement and networking
- Strategic CEO engagement opportunities
- Best practices, research, data collection and sharing
- High level marketing and media visibility through signature events, such as Corporate Month of Service, the National Conference on Volunteering and Service, and features in corporate focused media such as The Case Foundation “Socially Conscious Companies to Watch in 2009” blog
- Invitations to “insider/thought leadership” events such as White House Reception, Kennebunkport meeting with President Bush 41, National Volunteer Week Capital Hill Reception, Service Nation Summit events, Policy Roundtable, and Points of Light 25<sup>th</sup> anniversary events
- Opportunities for increased employee engagement and national exposure through our national activation opportunities, such as, M.L. King Day of Service, National Volunteer Week and Make a Difference Day.
- Professional account management and support from Corporate Engagement team

## Council Member Expectations

A Council member’s role and responsibilities includes:

- Advancing a culture of volunteerism throughout your company
- Advocating for volunteer service with your colleagues, professional network and friends
- Participating in three meetings per year with other Council CEOs
- Designating an official representative to work with the Council throughout the year
- A membership fee of \$25,000 annually and identifying key corporate assets that strengthen the Council
- Serving on one of three committees (see below)

## Committee Strategies for 2010

ROI and Standards Committee will support creating efficiencies (Strategy #2) more broadly by spotlighting standards, measurement tools, and case studies of innovative best practices that demonstrate the efficacy and value of corporate civic engagement. The committee will look at standards within other companies and organizations such as CECP, BCCC, and vet standards with a panel of experts. Findings will be shared through the Council and shared through panel sessions at the National Conference on Service and Volunteering, as well as other national gatherings. We will also work to have standards promoted through corporate technology solution providers as part of a standard volunteer management platform.

Skills-Based Volunteering Committee will utilize the CEO engagement strategies as an opportunity to demonstrate effective use of skilled volunteers both as a way of creating efficiencies (Strategy #1) and as a recruiting tool for engaging more employee volunteers (Strategy #2). The committee is developing specific case studies that showcase models of the various types of skilled volunteering effectively illustrating opportunities beyond the professional services pro bono model. Their goal is to deliver a session at the National Conference on Service & Volunteerism that showcases these real world examples and encourages both dialogue and the building of a field of practice around these resources. All case studies will be made available through the POLI web site. Additionally, this committee is working with partner groups such as Taproot.

Global Volunteer Engagement Committee is working to engage more employee volunteers (Strategy #1) beyond the boundaries of the U.S. collaborating with organizations like the Brookings Institute and IAVE to compile an international volunteering toolkit that delivers best practices in international volunteer engagement. With this work, they hope to encourage companies engage their employees beyond the boundaries of U.S. operations and to utilize best practices that are culturally sensitive, but take advantage of lessons learned and tools and resources.