

# Volunteer Impact Program

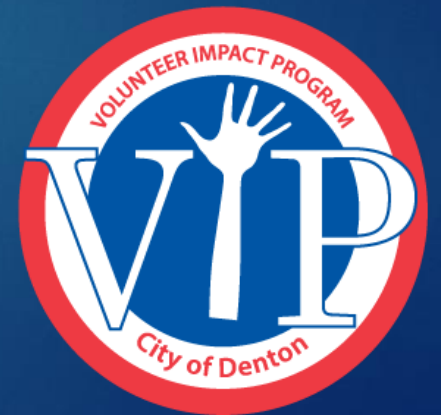
A LEEP Project by:

Leo Bonanno, Community Improvement Services

Drew Huffman, Wastewater Collection

Elizabeth Ruiz, Denton Municipal Electric

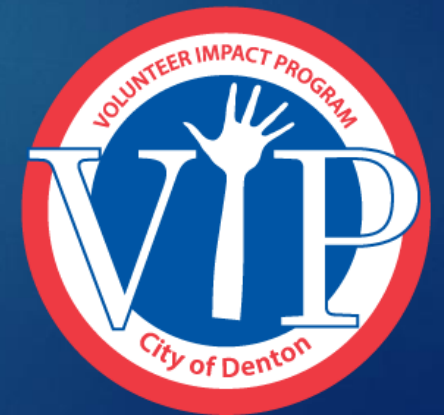
Tiffany Thomson, Utilities Customer Service



# The Volunteer Impact Program



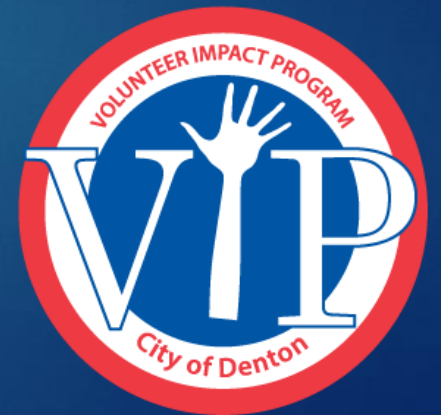
Leo, Tiffany, Frank & Liz  
Spaghetti Lunch



# The Volunteer Impact Program

## Project Definition

The Volunteer Impact Program is designed to allocate a certain number of hours available for employees to be able to volunteer in the Denton community. The intention of the Volunteer Impact Program (VIP) is to create community engagement opportunities for City of Denton employees that are especially meaningful to help those in need.

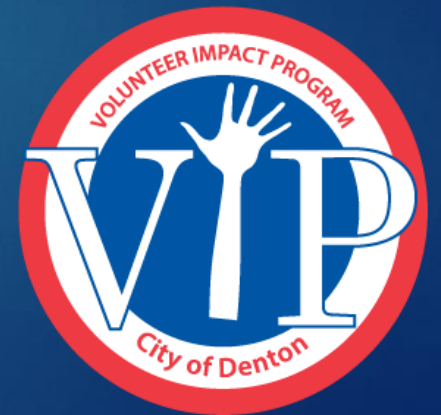


# The Volunteer Impact Program

## The Opportunity

- ▶ Denton had an estimated 131,000 residents as of July 1, 2015.
- ▶ Denton has over 11,000 disabled residents, including children.
- ▶ Denton has approximately 6,808 veterans.
- ▶ Denton has over 10,000 residents 65 years of age or older.
- ▶ Approximately 21.3% of all Denton residents are living below the poverty level.

*\*Data from the US Census Bureau*



# How Will The Program Work?

- ▶ The VIP Project Team has established a set of criteria to determine City staff and activity eligibility for the program.
- ▶ Staff that meet all criteria will be allowed to participate in the program with Supervisor approval to ensure the each department maintains acceptable levels of service.
- ▶ Organizations and activities that meet all criteria and that are in need of volunteers will be pre-approved for employee involvement.



# The Research: City Staff Survey

## City Staff Survey Results

88% believe that a volunteer program would benefit the community and the organization.



Denton Animal Services  
Lovey and Drew Huffman

*"This would be a great chance to build relationships with the community... This can help change the way some City departments are viewed."*

# The Research: City Staff Survey

## City Staff Survey Results

84% of employees believe that the investments in the program are worth the benefits.



Dr. Seuss Day – McNair Elementary School  
Zachary Tucker and Leo Bonanno

*“This type of program will allow employees to be on both sides of the fence, thus creating an environment of respect and open communication.”*

# The Research: Corporate Survey

## Corporate Survey Results

The VIP Project Team researched more than one hundred Fortune 500 companies and the programs they offer to employees.

88 of the 100 top companies offer a paid employee volunteer program.

“[Our program] builds employee morale and provides an opportunity for groups of employees to bond by doing a service project as a team builder exercise. [It] makes employees feel good about being able to give back...” – Intel Corporation



# The Research: Denton Community In-Need Survey

The In-Need survey was given to those local organizations that could potentially use our volunteers to help those “in need”.

These organizations included food banks, shelters, schools, children’s protective services, United Way and their numerous partner organizations, etc.

Forty (40) local organizations responded to our survey. Here’s what they had to say:



# The Research: In-Need Survey

## In-Need Survey Results

How many In-Need organizations would consider partnering with the City of Denton in a volunteer program?

100%

How many In-Need organizations could use more volunteers to meet their needs?

How many In-Need organizations think a volunteer program adds value to the Denton Community?



# The Research: Denton Community In-Need Survey

*"I think this is a great opportunity and I look forward to working closely with the City of Denton."*

*"We believe this program would be a significant asset to the Denton Community and driving force for volunteerism. We hope to see it implemented."*

*"This program could help your employees to become better informed about issues facing our community. It would also provide information for those individuals who may need our services and are not aware of the services that we offer."*



# The Research: Program Investment

- ▶ New staff required to manage the program 0
- ▶ New funds required for the program \$0

| 1427 Employees                                                                   | 40% (571) Participation | 30% (428) Participation | 20% (285) Participation |
|----------------------------------------------------------------------------------|-------------------------|-------------------------|-------------------------|
| 24 Hours                                                                         | \$395,222               | \$296,416               | \$197,611               |
| This is not a new "cost", but rather a new allocation for existing salary costs. |                         |                         |                         |

- ▶ 24 Hours represents 1.2 percent of a full-time employees time through the year.

\*The Program's predicted "cost" is based on an average City employee salary of \$28.85/hour as of February 7, 2017

\*\*Not all employees will be eligible for the program.



# The Expectations

The benefits of volunteerism have been observed for decades. Here are a few we expect to see in our organization:

- ▶ **Volunteering your skills helps you develop new skills**
  - ▶ “Today’s volunteers are tomorrow’s leaders. Through service-learning...they learn first-hand about the complexity of issues facing the world and how to begin introducing solutions to diverse challenges.”  
*- Stanford Social Innovation Review*
- ▶ **Improved visibility**
  - ▶ “A well-established and skillfully promoted corporate volunteer program can raise a company’s visibility in the community. This can improve a company’s reputation in the public’s eye, or help maintain a hard-earned reputation in the face of challenges.”  
*- FrontStream*



Dr. Seuss Day – McNair Elementary School  
Leo Bonanno, Tiffany Thomson, Drew Huffman & Liz Ruiz



# In Conclusion

- ▶ An organizational volunteer program offers numerous benefits to Denton residents, City staff, and local organizations.
- ▶ Socially conscious families and corporations are looking for socially conscious communities to call home.
- ▶ We are a service organization. A volunteer program embodies our purpose.



*Gift Wrapping Event-CASA of Denton  
Justin James, Ronda Barnes, Tiffany Thomson and Sarah McCracken*

# Questions?

