

Pracujemy
w banku

Pracujemy
dla ludzi

*Communications
in employee volunteering
- challenges and opportunities.
Citi Global Community Day
case study.*

15 May 2009

Jarosław Lepka

Fundacja Kronenberga

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Leopold Kronenberg Foundation

- ❑ Since 1996 the Leopold Kronenberg Foundation has carried the Funder Bank's social responsibility activities.
- ❑ Its mission is to support pro-bono work in the areas of education and local development.
- ❑ Special focus on economic education and employee volunteering.



Leopold Kronenberg
(1812 -1878)
Financier, philanthropist,
founder of Bank Handlowy
w Warszawie S.A.



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Workshop Agenda

- ❑ Employee Volunteering Programme - grounds
- ❑ Case study – how to engage employees on a large scale
- ❑ Presenting effects of volunteering activity – video
- ❑ Reporting and evaluation, employer's perspective – effects

Employee Volunteering Programme at Citi Handlowy

❑ Largest and highest rated employee volunteering programme in Poland

❑ Motivating „pillars”:

- VMS – Volunteer Management System (IT)
- VIP – Volunteer Incentive Programme
- Volunteering Day
- Insurance and travel costs covered by foundation

❑ Attractive and varied forms volunteering opportunities:

- Economic education programmes
- Citi Global Community Day
- Offsites – volunteering as an element of integration events
- Building houses with Habitat for Humanity
- Christmas volunteering „Become Santa’s Assistant!”
- Grant-Mix – Citi Handlowy volunteers’ involvement in programmes financed from the Kronenberg Foundation grants



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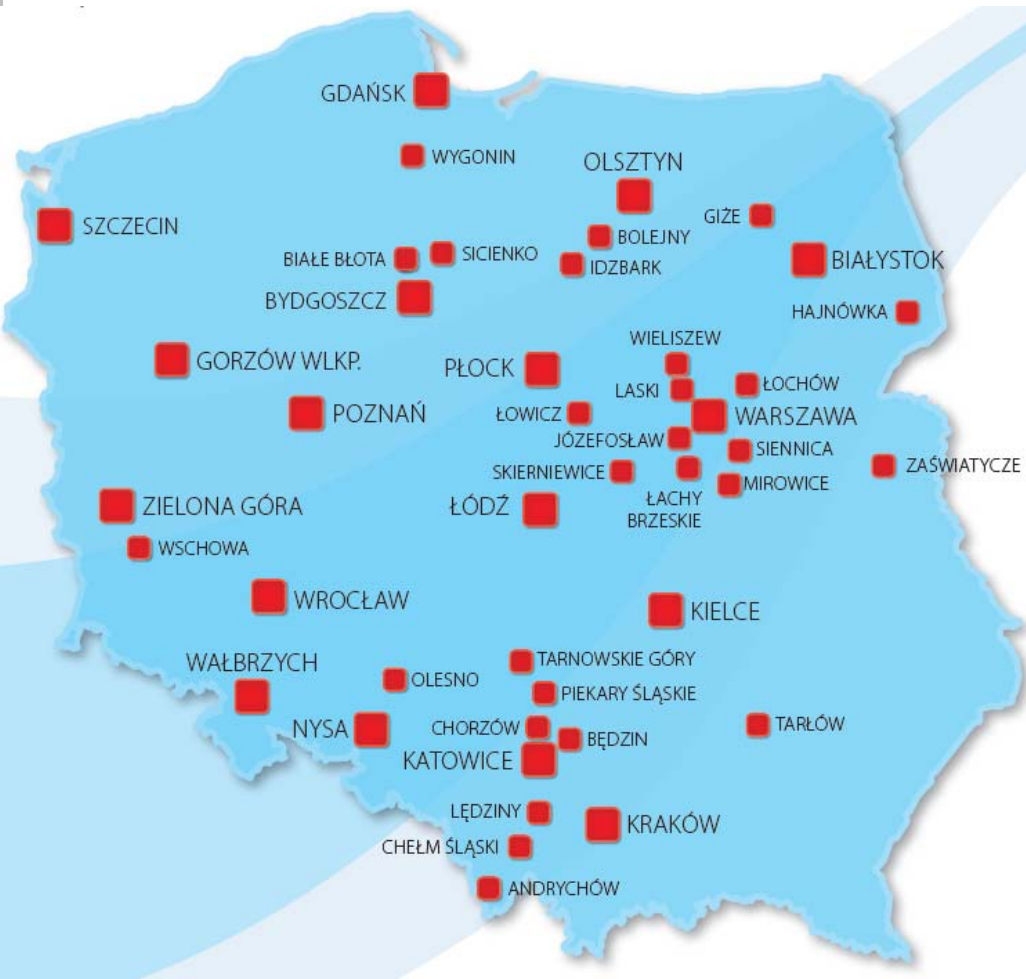
Global Community Day - Internal communication

- ❑ Letter from CEO (GCD inauguration, announcement of the „Volunteer to Bank on!” competition)
- ❑ Newsletter Citi to all employees in Poland (information about competition)
- ❑ Information about competition at presentations for new employees „Orientation”
- ❑ Presentation at Business Briefing (management meeting)
- ❑ Presentation at Open House (retail banking management)
- ❑ Announcement of the competition on Intranet main page and volunteering page
- ❑ Banner GCD on Intranet main page
- ❑ Announcement of the competition in on-line Volunteer Management System
- ❑ Presentations for Citi related companies (Leasing, Brokerage)
- ❑ Information for employees at volunteering offsites for 300 people
- ❑ E-mailings to active volunteers from **wolontariat@citi.com**
- ❑ Whisper marketing - E-mailing to the volunteer leaders
- ❑ Special screensavers on employees' desktops, promoting the competition and GCD in general

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Global Community Day – in figures



- 51 projects in the contest
„Volunteer to Bank on!”
- 20 workshops in „Travels of the Penny”
- 6 blood donations
- 6 Citi Reads to Children events
- Green Citi project



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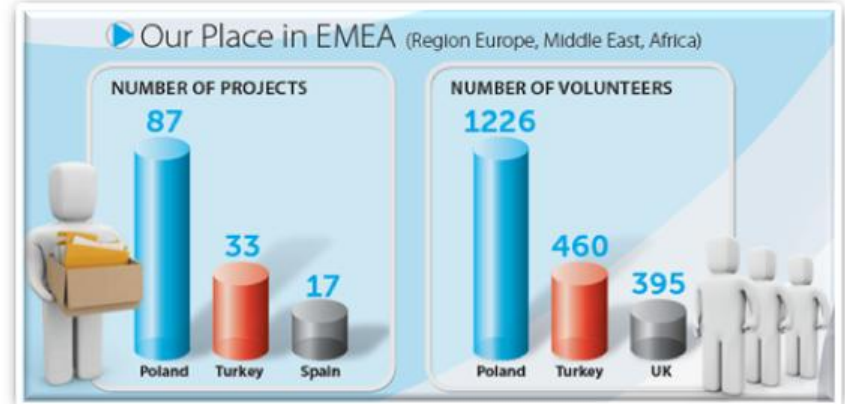
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Global Community Day – in figures



- ❑ 87 projects
- ❑ 1226 Citi Handlowy volunteers, their families and friends

- ❑ 14 500 beneficiaries of volunteering projects (and 1000 animals)
- ❑ 5500 hours of volunteering work
- ❑ 92 litres of donated blood



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Citi Global Community Day

Video

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Effects

- ❑ Since the launch in mid 2005:
 - over **5 200 volunteering participations**,
 - over **28 200 hours** of donated volunteering time,
 - **337 completed** projects.

- ❑ Volunteer community in Citi Handlowy – positive interaction and networking

- ❑ Considerable growth of interest in volunteering w Citi Handlowy

- ❑ Group of Citi Handlowy volunteering leaders

- ❑ Involvement of the Bank's Senior Management



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Employee volunteering – golden rules

- ❑ Keep in mind that your volunteer's days are usually filled with professional activity.
- ❑ Stay in touch with your volunteers.
- ❑ Offer your volunteers friendly atmosphere and working relationship.
- ❑ Provide them with responsible tasks – tailored to their potential, knowledge and experience.

How to get more information?

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External links:

<http://www.employeevolunteering.co.uk/>

<http://www.csv.org.uk>



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