

getting more *from* giving back



How Ottawa-area companies can use workplace charitable campaigns to bring colleagues together, engage customers and become employers of choice.

New metrics for defining success

As the workforce changes, more and more companies are embracing community-based philanthropy by developing their own unique corporate social responsibility programs.

There is no limit to the creativity or the scale when it comes to giving back. In fact, oftentimes, the more outside-of-the-box the concept, the more traction it has in the community and the bigger the rewards for the business and the cause.

It's a movement accelerated by millennials and their thirst to create social impact with everything they do, both personally and professionally. They want to work for an employer that is not solely focused on business targets, but also on community investment.

For some businesses, getting started on a CSR program can seem like a daunting task, and one they fear might shift the focus of employees away from aggressive sales targets and bottom-line results.

But what executives are quickly realizing is that a well thought-out and executed CSR strategy can actually provide huge benefits to a business, including brand awareness, talent recruitment, team-building and increased revenue.

The Ottawa-area business community has a well-deserved reputation for generosity. Companies of all sizes have engaged in countless campaigns in recent years, raising money for foundations and charities across the region through creative initiatives that also boost employee engagement, differentiate their brand and forge stronger bonds between staff.

The Ottawa Hospital Foundation has gathered some lessons from a few of these companies as models for other firms looking to launch



workplace charitable campaigns and CSR strategies of their own.

Here's how they've adopted corporate social responsibility into their planning – and how they define success for both their employees and the business.

What workplace event or activity was most integral to raising funds for your charitable partner of choice?



Donation matching program with employer **15%**



We did not have events or activities at the workplace, but donations were collected **14%**



Sports tournament (eg. golf, bowling, etc.) **10%**



Charity auction **9%**



Bake sale or similar **8%**



Employees were sponsored in walking/running **8%**



Charity breakfast, lunch or dinner **7%**



Employees were sponsored in cycling **4%**



Hearing a guest speaker from the partner charity **2%**



Training session or formal presentation from partner charity **2%**

Other **24%**

Source: 2018 Abacus Data survey on corporate charitable giving in the Ottawa area.

Mitel's community connection

When one of the world's largest telecommunications companies reached its 45th birthday, employees thought the only way to celebrate the impressive milestone would be to do what they do best: Help people connect with one another.

That's what sparked Mitel Serves – a week-long, worldwide celebration where Mitel staff volunteer their time for charitable causes in the more than 100 countries in which they do business.

Instead of hosting an extravagant anniversary party, the team at Mitel decided to use those funds to give back to the community. They purchased school bags and supplies for 500 underprivileged children in Bangalore, India; they walked hundreds of kilometres along the Pacific coast to help clean up the Santa Cruz Beach Boardwalk in California; they played host to a tea dance for elderly people in Caldicot, Wales – and here at home, the 500 employees at Mitel's Kanata office adopted nine different charitable opportunities over the course of one week and volunteered more than 4,000 hours of community service.

"It was all very eye opening for me," says Lillian Neitzel, a Mitel product manager who was the site champion and chair for the local Mitel Serves initiative. "When we were looking at different projects, we learned so much about the need in the community – there are so many organizations that could use support."

Teambuilding and morale

Along with Mitel Serves, the company also invests year-round, providing resources and support to The Ottawa Hospital – an organization that is near and dear to the heart of chief financial officer Steve

Spooner, after his daughter suffered a stroke at the age of 21.

"I remember sitting at her bedside, watching her, wondering when and if she would wake up from the coma," explains Spooner. "Those were some of the longest days and weeks of our lives, and yet some of the most remarkable."

For Spooner, it was terrifying knowing his daughter would have a long road to recovery, but he took solace in the fact she was in excellent hands.

"I know that Stephanie is very much with us today because of the terrific care she received," says Spooner. "That was the first very real exposure we had as a family to The Ottawa Hospital, and we quickly realized just how lucky we were to have a facility that could provide the kind of world-class care that our daughter received."

Having such a deep and personal connection to the hospital, Spooner quickly turned his gratitude into giving, and made a personal donation to the local institution before joining The Ottawa Hospital Foundation board of directors.

"What I think I enjoyed most about my nine years with the foundation was having visibility to see the great work being done at the hospital and its research institute – and how the foundation was contributing to the advancement of the work," he says. "It's what really kept me motivated over the years – knowing that what we were doing was making a difference and rallying other businesses to get involved too."

That motivation eventually led to millions of dollars being raised through numerous workplace campaigns, all sparked by Spooner and his colleagues. Whether it was a group of co-workers



The campaign changed the way employees worked and communicated with one another – and allowed them a way to get to know each other outside of the confines of the building.



From left, Donna Boileau, George MacIntosh, Jerry Sparling, Shawn Graham, Megan Annett, Matt Bowes, Anthony Bellomo, Trevor Szutu and, in front, Steve Spooner.



70%

Think volunteer activities are more likely to boost employee morale than company-sponsored happy hours

70%

Agree that companies who sponsor volunteer activities have a more pleasant work atmosphere

The ROI of workplace giving

77%

Think company-sponsored volunteer activities are essential to employee well-being

89%

Say companies that sponsor volunteer activities offer a better overall working environment than those that do not

Source: 2017 Deloitte Volunteerism Survey

joining forces for THE RIDE – an annual cycling fundraiser open to teams and individuals – or family and friends attending an Ottawa Hospital fundraising breakfast or gala dinner, Spooner has witnessed hundreds of campaigns take shape over the years, each serving as a great source of pride for the more than 500 local Mitel employees.

“We are seeing more and more that with millennials, they are looking for an employer with strong ties to community investment and philanthropic activities,” Spooner says.

The numbers support Spooner’s observations.

A survey by professional services firm Deloitte found that millennials who frequently volunteer indicate higher levels of engagement than those who rarely or never volunteer.

Specifically, the firm’s Volunteer IMPACT Survey found that millennials who frequently participate in workplace volunteer activities are more likely to be proud, loyal and satisfied employees than those who rarely or never volunteer. Additionally, they’re more likely to recommend their company to a friend.

“There are definite benefits to your brand to have a good corporate social responsibility program, but there are also additional benefits like teambuilding and morale,” Spooner says.

“*(Millennials) are looking for an employer with strong ties to community investment and philanthropic activities.*”

– STEVE SPOONER, CHIEF FINANCIAL OFFICER, MITEL

Kongsberg Geospatial's community investment strategy

Cancer touches so many lives, and that's why Randal McGillis and the team at Kongsberg Geospatial have put their fundraising efforts behind finding a cure to this deadly disease.

"We heard about Dr. John Bell and his oncolytic virus research and it really resonated with our employees," says McGillis, who is president and CEO of Kongsberg Geospatial. "Cancer is so prevalent and everyone has a story about how it has touched their family, so we wanted to do what we could to help."

Over the last 10 years that "help" has added up to close to \$500,000, all funds generated by the 50-person team at Kongsberg Geospatial, a software firm.

"It's truly amazing how engaged and how much our employees get on board each year," he says. "It's very inspiring to see how much they contribute, and each year we challenge ourselves to raise the bar."

Getting started

In its first year, the campaign was very grassroots and featured a silent auction, a BBQ, some interactive activities around the office and payroll deductions. But as the years progressed, so too did their fundraising prowess.

Today, Kongsberg Geospatial's workplace campaign in support of The Ottawa Hospital is a well-oiled machine, with a 10th anniversary launch planned for late summer and a strategy in place to help multiply its fundraising efforts.

"So far, we have done a really great job at getting our whole team involved in the campaign, and our goal this year is to engage family members and their networks, along with

“It's truly amazing how engaged and how much our employees get on board each year.”

– RANALD MCGILLIS, PRESIDENT AND CEO,
KONGBERG GEOSPATIAL

businesses in the building and the local tech park," says McGillis. "For 2018 we have set an ambitious target of \$50,000, and I know we'll be able to do it. Our employees are phenomenal."

Part of the formula for Kongsberg Geospatial's fundraising success is the close partnership it shares with the team at The Ottawa Hospital Foundation. Along with collaborating on the selection of the fundraising project, they also work together to find a guest speaker that will inspire employees and help kick-start the campaign.

"The support we get from the Foundation staff is incredible," McGillis says. "They help us make everything really easy and tangible for our employees, and that's a huge factor in our continued success."

Over the last decade, Kongsberg's community impact has been huge, and a point of pride for the entire team. Together, they have invested in several key projects including the molecular oncology lab, the breast health centre, cancer research and chemotherapy equipment.

"Looking back, we just can't believe what we have accomplished over the last ten years, and, to be honest, we are just getting started."



Right: Kongsberg Geospatial presents a donation to The Ottawa Hospital Foundation.
Below: OHF charity BBQ



KEY TAKEAWAYS

- At the beginning, Kongsberg Geospatial launched several grassroots initiatives such as a silent auction, BBQ and payroll deductions;
- As its workplace campaigns grew, Kongsberg Geospatial worked more closely with its partners at The Ottawa Hospital Foundation on the selection of fundraising projects as well as finding a guest speaker who would inspire employees at the campaign kickoff;
- The company is looking to increase its reach by engaging employees' family members and their networks, as well as other companies in the Kanata North Business Park.

What is the most important motivations for your company when working with or looking for a charitable partner?

- 1 Fit with **company values** or **corporate strategy**
- 2 Ability to **engage employees**
- 3 **Personal association** with a charity or cause
- 4 Expected **positive impact** on **company brand/reputation**
- 5 **Community recognition**
- 6 **Marketing exposure**
- 7 **Ease of campaign integration**
- 8 **Types of events or activities** offered
- 9 **Lead generation**
- 10 **Naming rights**

Source: 2018 Abacus Data survey on corporate charitable giving in the Ottawa area.

Boyden's team approach

For the 22-person team at Boyden Canada, an executive recruitment firm, the last decade has been spent investing valuable time and resources supporting several charities including The Ottawa Hospital Foundation.

Along with the countless volunteer hours they have put in, they also have helped to raise more than \$100,000.

Boyden principal Paul Marshall says the firm's success in raising funds and awareness for charitable causes comes from simply reminding people, whether at a company meeting or all-staff get-together, about the great community in which we live, and that everyone can give back in one way or another.

For some, it's going the distance and strapping on the bike helmet to take part in one of the long distance or closed course events as part of THE RIDE. Last year, Boyden recruited a five-person team, and this year they have set their sights on doubling their numbers.

"Being in the recruitment business, I talk to people all of the time," explains Marshall. "I make a point of mentioning THE RIDE whenever the topic of cycling comes up – and encourage them to join our team."

Boyden uses the team approach to fundraising as well – giving their participants the chance to raise funds for the cause through family, friends and their own business networks, but if they are not able to reach the minimum fundraising goal, Boyden is quick to step in and top up their campaign so that everyone succeeds.

Building relationships

If cycling is not your speed, there are many different ways to get involved with charitable organizations – including being involved in a fundraising breakfast or gala committee. From helping with the behind-the-scenes organization of an event, you can also play a key role as a volunteer.

These important individuals leverage personal and professional relationships to invite people to the event, spreading the word about the cause and greeting their guests as they arrive.

"I really enjoy having conversations with people in my network about the importance of the cause – and then seeing those folks step up and get involved and give back. It is very rewarding for me," says John Caminiti, who is also a principal at Boyden.

"By virtue of doing something I enjoy, for a cause that matters to me on a personal level, I think it gives people some insight into me as a human being and what drives me. It also allows me to learn what drives them by nurturing more personal relationships with clients and others in the community."

Board involvement

For Jim Harmon, The Ottawa Hospital holds a very special place in his heart.

"All of my four children were born at The Ottawa Hospital. Once our kids have kids, we will start to have a very large family footprint," he says. "So it's more than a passing affinity - the hospital is something that I know we are going to count on and rely on, and my kids' kids will as well."

DIFFERENT TALENTS, DIFFERENT ROLES

Lacing up a pair of running shoes or jumping on a bicycle are well-known ways of raising money for charitable causes.

However, there are many different roles for employees interested in giving back. For example, there's typically a committee working behind the scenes of a fundraising breakfast or gala that often needs volunteers to ensure the event's success.

And, in the run-up to the event itself, table captains can leverage their personal and professional relationships to attract more attendees and secure donations for a silent auction.

Initially, Harmon joined The Ottawa Hospital Foundation board as part of the governance committee, but realized that he had more to offer the organization – especially when it came to talent recruitment.

As the managing partner for Boyden Canada, Harmon has assisted the foundation in connecting the right fellow volunteers with roles that best suit their skill sets.

"If I can help ensure we have enlisted the kind of talent from our community we need to do the heavy lifting that's going to happen over the next 10 years, then I'll be hugely satisfied with my contribution," he explains. "I want to leave the organization with the governance and fundraising horsepower it needs to get them through the next big chapter."

That next chapter happens to be the biggest in the hospital's history – the \$2 billion, multi-year redevelopment, including a new Civic Campus. As board chair for the Foundation, Harmon and his team will set some huge goals for the future.

"For us, it's about the whole hospital becoming a world-leading, 21st century healthcare facility. This is new bricks and mortar, repurposing existing assets and continuing to drive excellence in healthcare research in Ottawa," he says. "Making all this a reality is going to require us to do more than simply interact with existing donors and be good stewards of the Foundation assets, but also to engage the entire community in the task that's ahead."



Getting started

If you are looking to set up a corporate social responsibility program, here are a few things that can help get you started.

- Decide on an impact that aligns with your business model
- Identify community groups that are aligned with or affected by your business practices
- Interview charities and not-for-profit organizations to find out what their needs are (in addition to funding)
- Establish a working group with staffers and brainstorm ideas. If your program grows from within the company (all levels of employees), it will be easier for staff to bring it to life
- Take a look at what other organizations are doing – and don't afraid to be creative!
- Once you have set your sights on your key program initiatives, establish the strategy and framework for all levels of the organization and consult with your intended beneficiaries.
- Set targets and update staff and stakeholders on your results.
- Celebrate your achievements! It's important that you recognize what you have accomplished, and how it makes an impact.

Structuring a workplace campaign

47%

of individuals surveyed say it's important for their company to provide a grant to the nonprofit in recognition of their volunteer service;

68%

say it's imperative or very important that their employers provide them with paid time off to volunteer; and

58%

say it is imperative or very important that the company match personal donations with corporate funds.

Source: Snapshot 2017 report by America's Charities.

Selecting a charity of choice

The Ottawa Hospital touches the lives of thousands of people every day and from every corner of eastern Ontario, Western Quebec, and even Nunavut. The Ottawa Hospital's three campuses (Civic, General and Riverside) are home to the region's only trauma centre and are the hub of cancer care, providing the best care to the sickest patients and to those with the most complex health-care issues.

As one of the largest learning and research hospitals in Canada, The Ottawa Hospital specializes in acute care for adults, and innovative, practice-changing research that is recognized globally for its contribution to health care.

At The Ottawa Hospital Foundation, we work to inspire and enable our community to support improvements in patient care, ground-breaking research and state-of-the-art equipment at The Ottawa Hospital. We consider ourselves privileged partners with a community that holds the health of its citizens in high importance. We have many programs that can be customized to your organization. Each partnership is unique, whether it is:

- **A corporate philanthropy donation** that supports the life-saving work being done by our physicians and researchers;
- **An employee giving program** that gives your team a common cause to support while increasing engagement and collaboration between departments;
- Participating as a corporate team or sponsor in one of our signature events, including:
 - **THE RIDE:** Our cycling event for teams of experienced riders and recreational cyclists alike;
 - **Run for a Reason:** Participants can opt to donate or raise funds for the Ottawa Hospital during Tamarack Ottawa Race Weekend;
 - **Dancing with the Docs:** Gala event where physicians and researchers at the hospital are paired with professional dancers to compete in our glitzy and highly entertaining ballroom dance competition;
 - **The Ottawa Hospital Gala:** Our VIP black-tie event that draws together a community of business people and influencers to celebrate our leading researchers and their accomplishments;
- A **cause-related marketing program** that raises awareness for a particular cause, disease or disorder;
- An **event or campaign sponsorship** that promotes your brand and highlights your commitment to the community

By partnering with The Ottawa Hospital, you will be supporting a vital community service, ensuring state-of-the-art equipment and treatments are ready when you and your loved ones need it most. To learn more, contact The Ottawa Hospital Foundation at 613-798-5555 or visit ohfoundation.ca.

