



1st Quarter - Second Issue 2009

*Dear Volunteer Center Staff,*

Welcome to our 2nd edition of **CONNECTION**, VCNT's Corporate Services Newsletter. We hope you will share this with your HR and Community Relations Staff. Thank you for your support for corporate social responsibility.

## Hands At Work Corporate Employee Program

## Hearts of Texas Awards Luncheon Recipients

## Part Two: Using Employee Volunteering to Benefit HR Departments

### **Part Two: Recruitment**

For decades, many business executives have argued that workers, especially younger workers, prefer work environments that reflect their social consciousness and, thus, consider employers with strong volunteer programs attractive. Based on this logic, many companies have made release time for volunteering and other policies that support employee community engagement prominent in their recruitment materials. For example, Weyerhaeuser, a Fortune 500 international



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**Coming May 2009**

### **2009 Corporate Partners**

- \*American Airlines
- \*Business Press: Collin & Fort Worth
- \*Capital One
- \*Dr Pepper Snapple Group
- \*Daimler Financial
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forest products company, includes profiles of employees meant to boost recruitment that include a section called "Growing my Community."

Research supports the popular suspicion that there is a link between employee volunteer programs and recruitment. For example, a study conducted by a Boston-based marketing and communications consulting firm found that 75 percent of Americans consider a company's commitment to social issues when deciding where to work (Cone, 2004).

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#### Conclusions

Studies to date suggest a robust role for employee volunteering in supporting HR functions. Still, more rigorous studies are necessary to truly establish the factual case and to identify what employee volunteer program components lead to which benefits. For example, does family volunteering better support employee morale than strictly employee volunteering?

The data have already made it clear, however, that HR departments that do not leverage employee volunteering for HR purposes may be foregoing substantial gains.

" Aetna, Deloitte, Home Depot, Wells Fargo, and many other companies have designed volunteer events that bring teams of employees together

#### Corporation

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\*Frost Bank

\*Guaranty Bank

\*IBM

\*JCPenney

\*Murray Media

\*Target

Corporation

\*Texas Health

Resources

\*Texas Instruments

\*Corporate Partners welcomes any business or corporation interested in becoming more socially and financially responsible in the community by supporting the work of VCNT to promote corporate social responsibility. Call 214-818-9843 to discuss your interest and the many benefits included with this opportunity.

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### "Making Volunteerism a Part of Everyday Life in Dallas, Collin and Tarrant Counties!"

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