

Corporate Volunteering

Build morale.
Build brain power.
Battle hunger.



Corporate Volunteering


**FEEDING
AMERICA**
West Michigan Food Bank

THE BOTTOM-LINE BENEFITS OF FOOD BANK VOLUNTEERING.

You may already know that employee volunteering tends to boost job satisfaction. It encourages teamwork, promotes leadership and builds skills—all while helping build your company's good name.

No wonder more than 80% of large-company executives—and 64% of executives overall—say they see direct, bottom-line benefits from corporate citizenship programs.*



To get—and give—the most good with your volunteer program, consider the Feeding America West Michigan Food Bank.

It's one of the nation's most effective, innovative food charities. It's known for stretching a buck, and a bushel, in amazing ways. It's the ideal place to see resource management and waste reduction in action.

And helping feed 100,000 families in 40 counties really builds a “big picture” perspective— which can help good employees become great.

*Center for Corporate Citizenship at Boston College and Business Civic Leadership Center, 2005

Feeding America West Michigan Food Bank: Where good works help build your best work force.

At the Food Bank, volunteers are part of an amazingly organized, quickly adaptive, passionate organization. Better yet, it's an incredibly effective one.

Each year, the Food Bank provides hungry families with 24.5 million pounds of food, given by farmers, processors, retailers, restaurateurs and other donors.

It's surplus food, perfectly good, just not marketable at the moment due to low demand, misprinted packaging, or a similar harmless cause. Much of it must be harvested, sorted and repackaged to meet families' needs and, of course, food safety standards.

That's where volunteers come in.

What we need people to do.

In our Comstock Park (Grand Rapids) warehouse, volunteers work in quality control, inventory management and distribution. They might sort food by expiration date, or repack a 300-pound carton of crackers into family-sized packs.

In half a day, a warehouse volunteer can process about 500 meals—more than six weeks' worth of food for a family of four. In just an hour, that's 125 meals' worth



of food—which saves a food pantry or relief agency as much as \$250.

Volunteers also help out with special events, helping build awareness for your organization as well as ours.

Or create your own event, like Blue Jeans Day or “Skip Lunch for Hunger,” to raise funds.

Where the food goes.

The Food Bank serves more than 1300 food pantries, soup kitchens and other food distribution charities in 40 counties, from St. Joseph in southwest Michigan up to and including the entire Upper Peninsula. It's a service area of more than 30,000 square miles.

In a typical year, we provide food for hundreds of thousands of West Michigan residents—people who can't make ends meet or feed their families without a little help.

Volunteers help put that food on those families' tables—and keep it out of landfills.

IMPORTANT NOTE: The Food Bank does not charge for food! Like most organizations, we have to pay for transportation, space and some personnel. So we may charge food pantries a nominal processing fee—about 8 to 12 cents per pound, or less than a tenth of what the food would cost them at retail.

What's in it for employees.

Recent studies show that employees see volunteerism as a way to enhance their job-related skills, which in turn enhances self-confidence.

Since it's a great way to meet new friends, volunteering can also strengthen social networks, which can reduce health risks associated with anxiety and depression.

Of course, mileage to and from volunteer events is tax-deductible.



What's in it for you.

Studies show that corporate volunteer programs aid in recruiting, especially in attracting young workers. Volunteering also helps build job satisfaction, especially among women.

Volunteer programs help build business, too. In a 2001 study, 80% of consumers would prefer to purchase from companies involved with good causes.

And a 2000 study shows that companies embracing social responsibility enjoyed higher 10-year returns on equity—and much higher relative returns to shareholders.

Take the next step.

Boost your employees' skills and satisfaction, along with your corporate image.

To learn more about volunteering for Feeding America West Michigan Food Bank, call Dena Rogers at (616) 784-3250. Or e-mail denar@FeedingAmericaWestMichigan.org.

Because good deeds are really good business.