



#DoltForCharity Staff Involvement Opportunities with HEART

Employee Volunteerism is critical for so many reasons. Companies have a World of Corporate and Community impact which can be explored. Employee Volunteerism and Staff Involvement Projects should not be seen as work, but rather be engaging, social and simply....FUN!

Positive spin-offs for Companies, who engage with their Employees by means of creating a relaxed and open platform to support a cause which the Employees and Company buys into, include company pride, improved communication, positive attitudes, trust, loyalty and higher productivity.

HEART needs sweat efforts, where your Employees get their hands dirty and help build the Community, their Community, with physical efforts, but we also need to keep the lights on and what we purchase in product to enable our Projects to be implemented, costs actual money, and therefore we also encourage fundraising as part of Staff Involvement Projects.

Before your Company commits to joining hands with HEART through Employee Volunteerism, we strongly suggest that a Representative from the Organization meet with your Staff, whether it can be arranged at a time when all your Staff can attend a presentation at once, or whether HEART would need to come two or even three times, to meet with your Staff in smaller groups.

The success of any Employee Volunteerism depends wholeheartedly on Staff's buy-in. If they do not know anything about the Charity, if they are given no choice in the matter, the Program can look impressive on paper, but will not work.

Once HEART has been to meet with your Staff and they are excited about what we do and WANT to get involved, we suggest that they are given Employee Volunteerism options to choose from.

These are a few ideas for you to work with.

1. Matching Programs

Offer Staff the choice of making a personal financial contribution to HEART on a monthly basis, with a minimum amount of R50.00. Explain to Staff that this amount will be deducted automatically from their pay, be reflected on their payslips and that the Company commits to matching all the Individual Contributions

made, Rand for Rand. Draw up a simple agreement, in which the Employee agrees to the voluntary donation for the set period of one year.

2. Micro-funding Campaigns

Launch a crowdfunding campaign for HEART, but with a twist. No donation is allowed to exceed R20.00. Divide Staff into Teams. Teams are allowed to source donations from outside the Company, through their own friends and family.

The Team who raises, not the most money, but gets the highest amount of donations, wins.

Offer a Staff Incentive as prize for the winning Team. Dinner for the Winning Team with the CEO, Time Off, or that for one day, they can delegate their work to other staff members.

3. Goods Donations Match Per Kilogram

HEART is in a constant need for product donations. Food, clothing, toiletries and blankets being only some of the products we distribute to our Vulnerable Community.

Set a time limit, and have your Staff organise and run a product collection drive. Allow them to source donations of products from clients, suppliers, the public and also, from themselves.

Commit to matching every kilogram of donated products, with a kilogram of the same products, donated by the Company.

4. Gently Loved Items Collection match by a R/kg Company Donation

Encourage Staff, within a certain given period, to collect and donate as much as possible gently loved second-hand clothing for HEART. Commit to, at the end of the given time period weighing the total Staff Donation, and match every Kilogram donated by Staff, with a Rand Value donation to HEART, from the Company.

Staff can then, after the deadline, sort through the clothing as a Team and package individual clothing packages in Company Branded gift bags, which will be handed over to HEART for distribution. Staff can also join HEART in the Gifting process at underprivileged schools, retirement homes or shelters, depending on how many Individual Clothing Packs can be put together with the Staff donations.

5. Fundraise for and Run their own HEART Program

As a Company, commit to donating a set percentage of a specific service or product, to HEART, but via Staff, on a monthly basis. Set a realistic target for Staff to reach. This will encourage higher productivity as Staff will know that, if they reach their set target, they will receive money from the Company, which they can use for buying goods to, for example, visit an underprivileged school with food they have made themselves,

through utilizing these funds, and handing it out to the children in person. Give all Staff Members a turn to do the deliveries with HEART. Print special t-shirts for Staff to wear on these days. This can be done month to month, with a one month period between month-end targets and implementation, to allow the Company to assess whether targets were met, and advise Staff on the amount allocated for the next month's Project.

6. Fundraise and Support a specific HEART Project

Allow Staff to vote on a specific HEART Project they would like to Support through arranging a Company Event such as a Golf Day, Cycling Event, Family Picnic, Talent Show or Corporate Networking Event, but the key is, for Staff to make decisions and to have FUN.

HEART would happily set out the various Projects in need of Support for Staff to be able to make their choice.

Offer Staff a budget as the Company Contribution, which must cover all the event costs, so that they know, every Cent raised through their Company Event, will go toward the HEART Project of their choosing. Let Staff delegate responsibilities and handle all arrangements as well as handle all the on-the-day hosting responsibilities and tasks. Encourage Staff to involve Clients and Suppliers as well. Let Staff make decisions on exactly how the Company Event will raise money, whether it is by ticket sales, auctions or networking for sponsorships and donations.

Once funds raised are paid over to HEART, we will then, as per the amount raised, incorporate Staff Participation and utilize the received donation, for the specific HEART Project chosen by Staff. This could include taking Staff with to do the shopping needed for the Project, have Staff package and prepare the products bought, making deliveries in person to HEART's Project Beneficiaries or even include hands-on efforts such as joining HEART to paint a school or clinic, renovate a section of a local hospital or nursing home for the elderly or cleaning and beautifying a public space for the benefit of the Community around it.

7. Company Contribution, Staff Participation

Although Staff would feel more included and certainly, enjoy the challenges of arranging a Company Event as a fundraiser, if time is not on your side, your Company can make a straight-off financial donation to HEART, and depending on the amount, and what could be done with it, we can send you suggestions to propose to your Staff for their input, as to which type of Project they would like to implement on grassroots level, utilizing the Company Contribution.

These types of Sponsored Activities could include, but is not limited to, painting buildings, cleaning public areas, beautifying public areas by setting up a Community Garden, upgrading a local care facility or providing product donations to Vulnerable Beneficiaries in person.

8. Sport, Staff and Fundraising

If your Company can put together, or perhaps already has, an organized Team which participates in a given sporting discipline, this Team could easily be utilized for fundraising for HEART.

Your Company can provide Team Participants with Company branded sportswear and can enter into an existing sporting event, or create your own, and open the event for outside participation.

Allow Staff to, as a Company; utilize online fundraising platforms, to raise funds in the run-up to the event. Involve service providers and clients by approaching them to sponsor your Company Team with a charitable donation to HEART.

Create a Support Team within your Staff, to assist Team Participants on the day with drinks, food and cheering them on.

9. Let Employees Be Silly

Employees love to have fun, and this will spill over in positive reflection on their work, if allowed. As an individual, many might never have the courage to, for example, dress up in costume and on one pre-arranged morning, stand on all the intersections in Paarl with sign boards around their necks stating, "willing to dance for charity" or to approach vehicles and pedestrians for small change donations by shaking tins.

However, with most people, something silly and fun and extraordinarily visible like the above suggestions are easily done in a large group where Staff can support, inspire and help each other.

Let them have some fun by doing something so out of the box, it would never have crossed their minds as individuals, that they would have the guts to do so.

Incentivise their efforts by offering Individual or Team prizes for the most money raised, such as time off, a paid lunch or a Saturday or weekend outing.

Alternatively, switch it around, and the losing Team, the Team which raises the least money in the given time, has to wash the winning Team member's cars or do the Winning Team's work for a day.

10. Max the Boss!

Let's face it; nothing motivates Staff as much as being able to stick one to The Boss.

If your CEO or Managing Director, or your entire Management Team is up to some sport, challenge the Staff to an almost impossible task through which they must raise a certain amount of funds for HEART within a given time limit.

Give the Staff complete Carte Blanche as to how they reach the target, whether they organise an event, make and sell food, shake donation tins on the streets...make it their decision.

IF they do reach the set target, commit to the CEO / MD or entire Management Team coming to work for a full day in tutu's and high heels or having to do a day of janitor and serving work at your Offices, sitting

voluntarily for an egg-throwing session or giving the entire Staff a day off while Management has to fill in on everyone's jobs and responsibilities.

The above are only ideas as to what could possibly be done within your Company to promote teamwork, fun, breaking down of barriers, approachability and pride within your Company whilst contributing to HEART by means of product donations, hands-on work and funds.

Many of your Staff might be personally familiar with the Social Issues HEART addresses and will want to make a difference in the Community from which they come, or, you might very well open the eyes of Staff who are not often exposed to the realities of our Vulnerable Communities and inspire more than just work efforts, but personal Life changes as well.

Please feel free to contact me if you should want to discuss any of the above ideas, or if you have your own ideas for Employee Volunteerism and Staff Involvement, which we could work on moulding to benefit HEART and the Local Community.

From our Heart to yours,

Mandie Erasmus

HEART

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