Create **Momentum** for National Volunteer Week (and Beyond)
Menu dock

Our webinar is at your fingertips. Click on the icons to:

1. Chat with fellow webinar attendees
2. Ask our team and speakers questions
3. Find out who’s speaking
4. Share the webinar on your social platforms
5. Email the Benevity team directly

And more!
Volunteering can increase program participation by **67%** of people who volunteer also donate*. 

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*According to Benevity data*
Our panelists

Shira Haaz
Corporate Responsibility Manager
Subaru of America

Stephanie Bormann
Global Head of Employee Giving & Volunteering
HP

Samantha Sasyniuk
Regional VP of Sales, Mid Market Central
Benevity
Subaru of America Volunteer Program

Shira Haaz, Corporate Responsibility Manager
Subaru of America

15 years in CR
9.5 years at Subaru (3 in CR)

1,334 of employees
801 at HQ
205 disconnected (15%)
2 people in CR Dept

Report to Chief Legal Officer
THE SUBARU LOVE PROMISE

Love means being
More Than a Car Company®

Cause Marketing  ❤  Team Building  ❤  Hometown Focus
2022 Metrics & Components

- Unlimited paid time off to volunteer
- Expectation in yearly goals
- Auto time tracking

- 10,105 Volunteer Hours
- 153 Events
- 951 Unique Volunteers
- 70% Participation
Volunteer Promotion

Included at onboarding
Intranet
CCTV in building
55th Anniversary Volunteer Challenge

Goal: 550 volunteer hours from Feb 1st - 14th
Virtual and in person, nationwide
5 participants randomly selected to receive $1000 donation
348 Employees, 26%
700+ hours, 34 events
Stephanie Bormann
Head of Employee Giving & Volunteering, HP
Deputy Director, HP Foundation

- Based in San Diego
- Started in HP in Supply Chain and used professional knowledge of operations and personal knowledge of grant management to pivot to CSR team in 2012

Manage the HP Inspires Giving team, which oversees:

- HP Foundation operations and strategy
- Employee Giving and Volunteering
- HP Foundation grants
- Disaster relief and resilience
- HP LIFE
- Employee relief
HP: Creating momentum by breaking down silos

HP seeks to be the most sustainable and just technology company in the world. So we’ve set bold goals:

<table>
<thead>
<tr>
<th>Goal</th>
<th>Progress</th>
<th>FY22</th>
<th>+/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.5M Volunteer hours by 2025</td>
<td>950K</td>
<td>258K</td>
<td>89%</td>
</tr>
<tr>
<td>$100M by 2025</td>
<td>$98.5M</td>
<td>$25M</td>
<td>35%</td>
</tr>
<tr>
<td>Accelerate Digital Equity for 150M by 2030</td>
<td>21.3M</td>
<td>17.1M</td>
<td>307%</td>
</tr>
</tbody>
</table>

MAIN VOLUNTEERING INITIATIVES

- 40 Days of Doing Good: volunteering and grants
- Relief Month: volunteering, giving, disaster relief, and employee relief
- $25 team volunteer reward: volunteering, giving
Activating across the employee ecosystem

**BU Activation**
- BU communications
- Bi-monthly meetings with HPIG team for support/strategy
- Monthly HPIG virtual project
- Leverage Site and BIN activities
- Engagement in 40 Days of Doing Good

**SITE Activation**
- HPIG Network meetings for program updates and best practices
- HPIG team support and training
- Engagement in 40 Days of Doing Good

**BIN Activation**
- Curate opportunities for DEI initiatives (e.g., Black History Month, Intl Women’s Week)
- Engagement in 40 Days of Doing Good
Questions
Check out our resources
Join us at the corporate purpose event of the year

- 4 days
- 1,600 changemakers
- 70+ sessions
- 20+ networking hours

For more information and to register | benevitlylive.com
Thank you!