

Helping workers help the community pays off in many different ways

Companies that encourage and support their employees' efforts to get involved in community work accomplish two goals: 1) They motivate employees, who appreciate the company's efforts; and 2) They solidify the company's good reputation in the community. Here are some ways in which companies use charitable donations to motivate employees and build a good reputation:

- **Levi Strauss.** The jean company donates \$500 to community organizations that an employee has been actively involved in for one year. If an employee sits on the board of a nonprofit organization, Levi donates between \$500 and \$1,500, depending on the size and budget of the organization.
- **McCormick & Company, Inc.** The spice company sponsors an annual "Charity Day." Employees work a Saturday at their favorite charitable organizations, then donate their pay (at a time-and-a-half rate) to the charities. The company matches their salaries dollar for dollar. More than 90 percent of the employees take advantage of the program.
- **ARCO.** The oil company will match two-to-one any employee or retiree donation to a social service organization or college. Also, the company hands out annual community service awards to employees who have made significant contributions to the local community.
- **Westin Hotels.** The company offers Inspirational Awards to employees who both excel at their jobs and contribute in some way to the community. All award winners become eligible for the grand prize: a two-week, all-expenses-paid vacation for two at a Westin Hotel, plus \$1,000 in cash.
- **State Farm Insurance.** The company ties sales competitions to charitable organizations. For instance, for every dollar raised in one sales incentive competition, the company gave a certain percentage to the Special Olympics.

—Adapted from *1001 Ways to Reward Employees*, by Bob Nelson (Workman)