

Powering our Community

The SMUD Employee Volunteer Program



Powering forward. Together.



Agenda

- Overview
- Why invest in a volunteer program?
- How does it all fit together?
- Keeping volunteers engaged: Case studies
- Challenges when working with corporate volunteers
- Tips for choosing the right partnerships

SMUD | Overview

Service area population

1.4 million

Budget

\$1.47 billion

Employees

2,071

Board members

7

Customers

614,143

Credit rating

AA⁻ Standard & Poor's

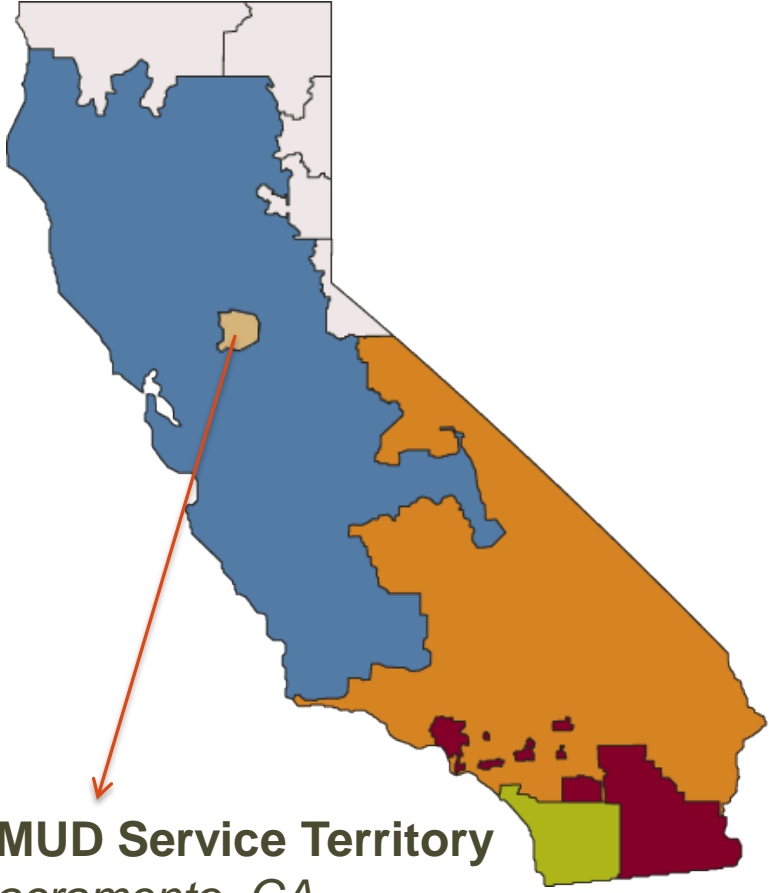
Aa³ Moody's

AA⁻ Fitch

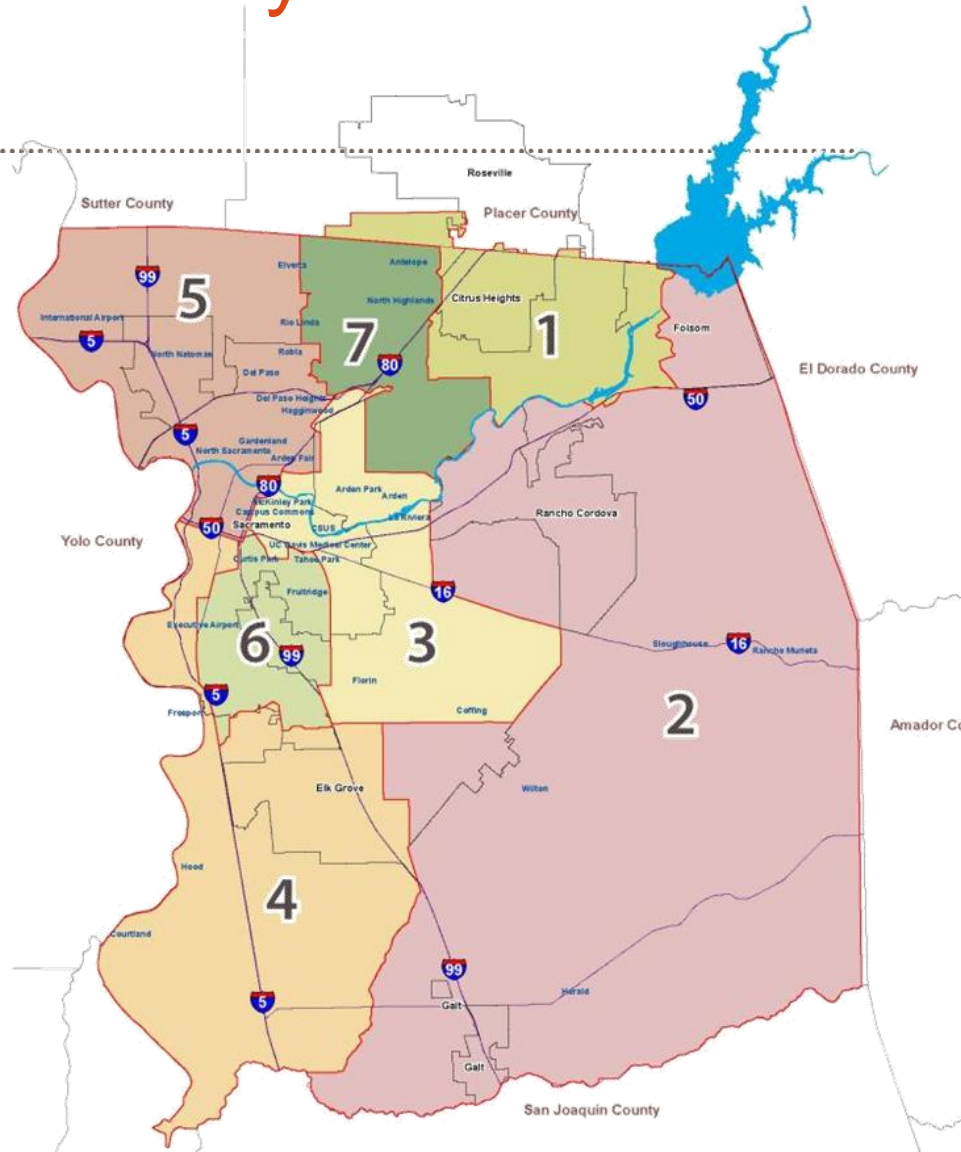


Sacramento skyline at night, as seen from the American River

Geography | Service Territory



SMUD Service Territory
Sacramento, CA





Why invest in a volunteer program?

The business landscape is changing

Socio-economic factors

Customers expect us to do more than ever

Generational differences and cultural diversity

Slow pace of economic recovery

Balancing customer needs and expectations

New technologies and communication methods

More than **80%** of consumers
consider corporate citizenship
when deciding

**Where to
work**

Where to shop

**WHAT TO
BUY**

*and which products
and services to
recommend to
others*

Our business case for volunteerism



What does SMUD do in the community?





How does it all fit together?

Our approach

Part of a comprehensive program



Our giving priorities reflect our values

Leadership

- Economic Development
- Civic Leadership

Community

- Diversity & Culture
- Healthy, Sustainable Communities

Value-based
Investment &
Activities

Ingenuity

- Education (focusing on Science, Technology, Engineering & Math)
- Innovation

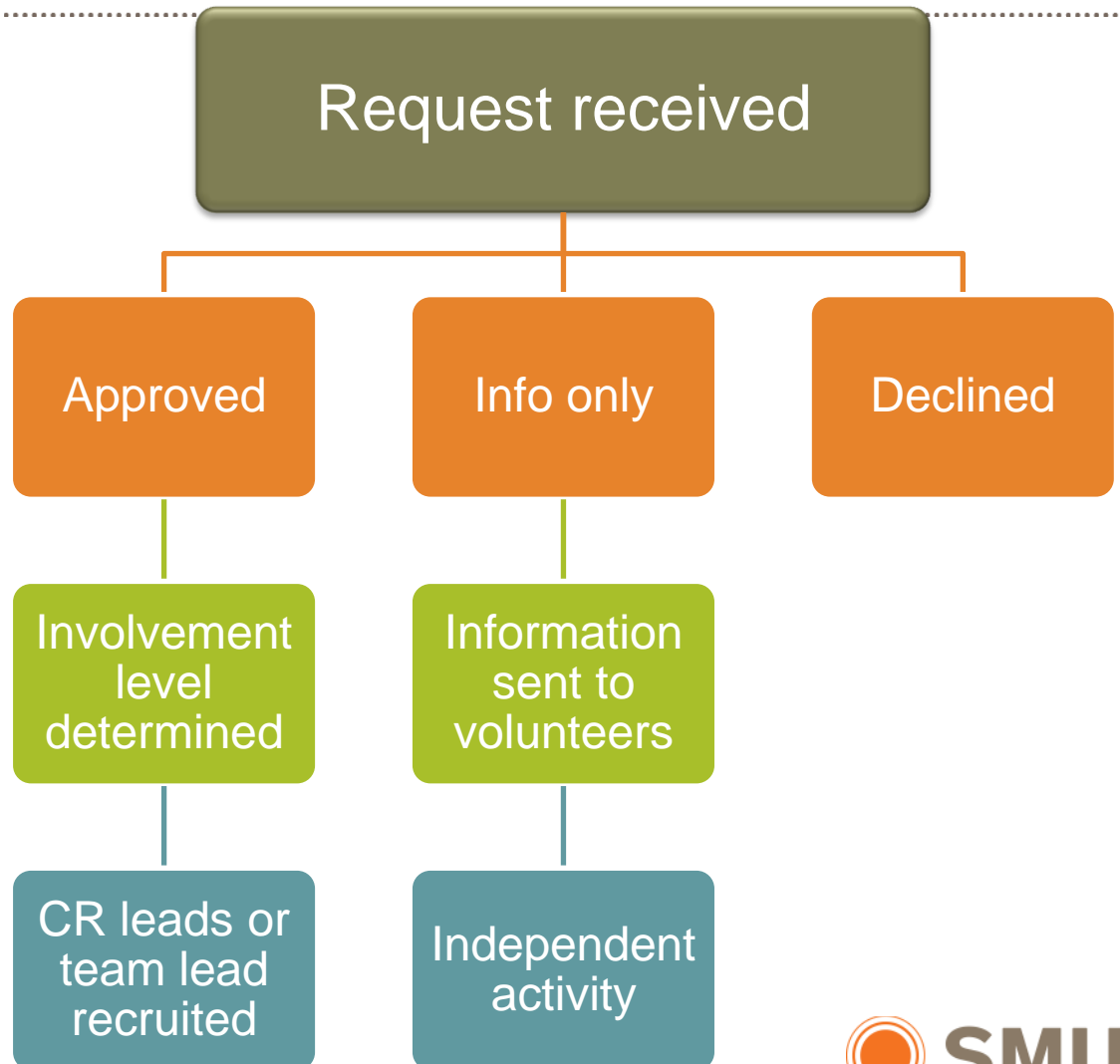
Integrity

- Environmental Stewardship
- Supplier Diversity

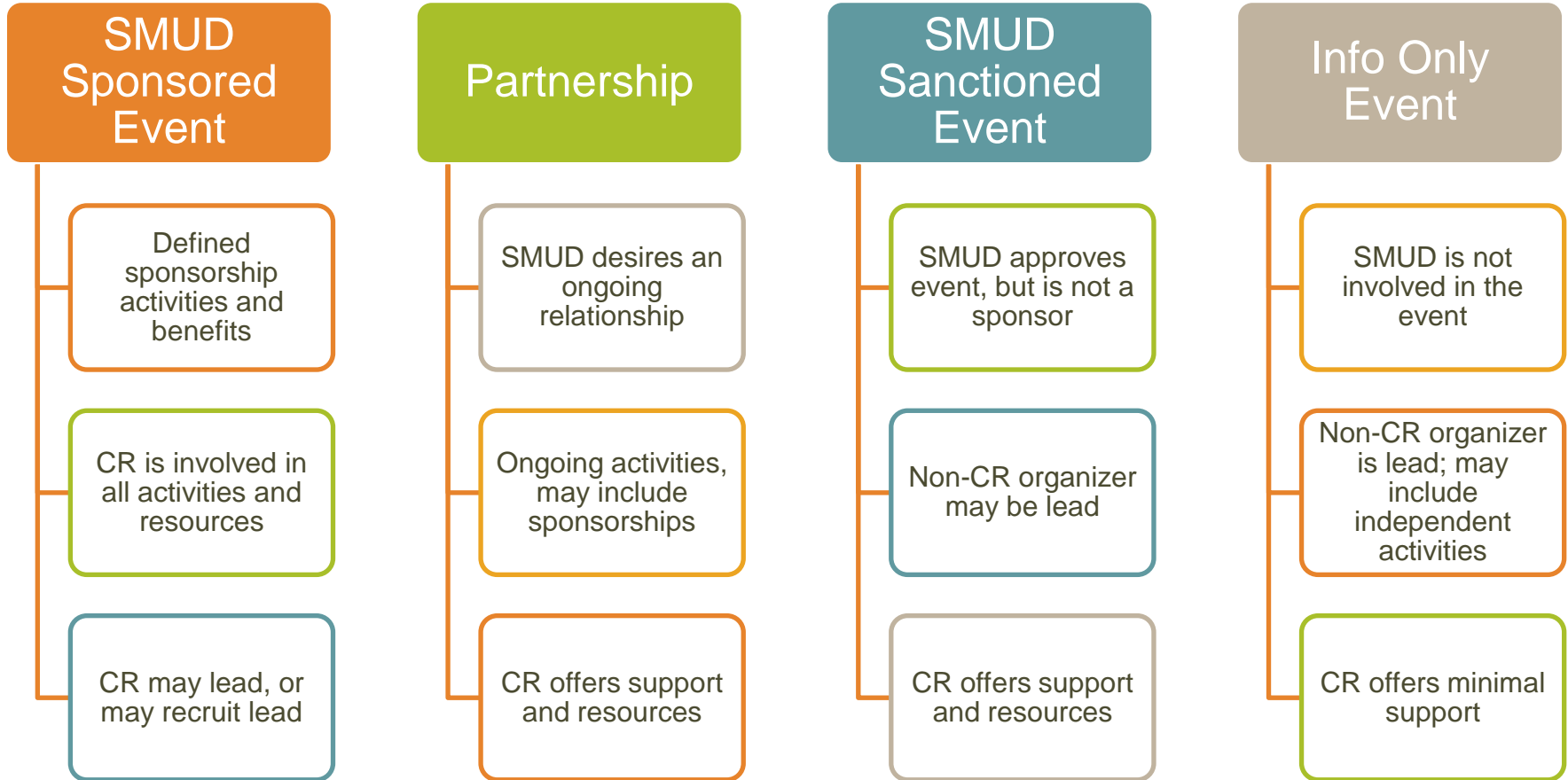
Volunteer request pipeline

All requests are generated from one of three sources:

1. Internal (employee)
2. External (other)
3. Community Relations Staff



Event categories



Something for everyone!



One Time Events

- Runs/Walks
- Parades
- Cleanups
- Community improvements



Ongoing Programs

- Educational programs
- Community based programs
- Mentoring programs

2014 by the numbers...

85%

- SMUD employees that volunteered for at least one cause or activity

25

- Volunteer events

\$118,160

- Value of employee volunteer hours and fundraising

\$357,000

- Employee giving through United Way Combined Charities

And the community is noticing

JD Power and Associates

- #1 in U.S. for customer satisfaction, midsize utilities, 2014
- # 1 California, 2004-2014

Computer World

- Best Places to Work in IT, midsize, 2007- 2014



Winner, 2015 People Helping People Award





Keeping volunteers engaged: Case studies

Partnerships: Soil Born Farms and Fairytale Town

- Multi event sponsorships
- Event and individual volunteers
- Future additional activities
 - On site demos
 - Potential site improvements



Volunteer activity: Run to Feed the Hungry

Benefitting Sacramento Food Bank and Family Services

- Team entry
 - 94 participants
 - SMUD sponsored 40 entries
 - Thanksgiving morning
- Fundraising
 - Raised \$4,678
 - CEO and Assistant GM captains
- Team SMUD apparel
- Offered high media and customer exposure



Sponsorship: Walk a Mile in Her Shoes

Benefitting Women Escaping a Violent Environment

- Executive recruitment and buy in
 - Personal note from CEO inviting participation
- Events to keep event fresh and top of mind
 - Videos
 - Inclusion in company wide daily email
 - CEO matching funds
 - “Bring a Friend” week
 - Ticker on internal web for employee donations
 - Giant shoe in lobby
 - Vote for CEO’s shoes
 - Team high heel training
- Visible success
 - 126 men in branded hard hats, vests, and heels
 - \$33,200 raised



Challenges when working with corporate volunteers

- Finding the right balance of activities
- Equity in event support
- Walking the political line
- Volunteer commitment
- Represented vs. unrepresented employees
- Unclear expectations
- Volunteerism vs. volun”told”ism



Tips for finding the right partnerships

- Develop short-term outcomes to create a sense of achievement and satisfaction
- Find individual one-day placements and one-day projects
- Identify projects that a smaller group or family can do together
- Align with your employees' interests
- Demonstrate the linkage to company values
- Screen your partners and requests
- Plan early



Q & A



Trish Lindvall
Trish.lindvall@smud.org
(916) 732-5053