Session Agenda

**Session Intro**
How this session came to be and what to expect

**Year Round Volunteering Case Study**
Tanya Jeong with AbbVie shares some insight

**Year Round Giving Case Study**
Heather Wright with PwC shares even MORE insight

**Session Discussion**
Group problem-solving for real engagement issues
Session Intro

Kylee Daugherty
Origins of “Engaging the Unengaged”
Session Attendee Survey

- Realized there are two levels to engagement: employees need to know *about* the programs and then employees need to *take part* in programs

- A lot of comments about integrating programs into company culture: “find purpose” and “pride in the workplace”

- Broke “engagement” into seven categories, and three rose to the top: *year round volunteering, year round giving, & campaign volunteering*
Case Study: AbbVie
Week of Possibilities & Seek
Tanya Jeong
WEEK OF POSSIBILITIES
Week of Possibilities 2016

• **When:** June 20-24

• **Week of Possibilities,** AbbVie’s signature global volunteering event is a great opportunity to highlight how AbbVie gives back the communities where we live, work and operate.

• It also helps drive the “**All for One AbbVie**” and “**Making Possibilities Real**” cultural pillars, which strengthens employee engagement, and aligns with our broader Corporate Responsibility and Foundation priorities to help build strong communities and effective educational systems on behalf of the underserved.
WE MADE A BIG IMPACT IN 2015, OUR GLOBAL LAUNCH

• Global expansion reached **44 countries** across 60 locations

• **3,500+ AbbVie** employees donated more than **17,000 hours** of their time to give back to communities where we live and operate
WE’RE AIMING EVEN HIGHER FOR 2016

• Engage **4,500+ volunteers**

• U.S. offices and Field Sales Teams

• All OUS AbbVie locations are encouraged to plan and implement a local volunteer project

• Projects should focus on giving back to the **local communities** where we live, work and operate

• They should also benefit an **under-resourced population** and be consistent with AbbVie’s Corporate Responsibility strategy
FINDING THE RIGHT PARTNERS

POINTS OF LIGHT
Hands On
Heart of America Foundation
North Chicago Community Partners
Novak Construction
Catalysis LLC
Bernie's Book Bank
United States Navy
Kohl Children's Museum
AbbVie
Kaboom!
YourCause
Lake County Cares.
Connecting good people with great causes.

WEEK OF POSSIBILITIES
A LITTLE COMPETITION…
RESOURCES FOR PROJECT MANAGERS

EVENT TOOLKIT
Week of Possibilities, AbbVie’s signature global volunteer event, is a great opportunity to highlight how AbbVie gives back to the communities where we live, work and operate. It also helps you showcase our Corporate Responsibility strategy, engagement, and aligns with our broader Corporate Responsibility strategy. We’ve created an Event Toolkit to help you get started on implementing the Week of Possibilities in your area. The toolkit includes communication guides, a week of Possibilities messaging template, activity ideas, and instructions for each of the week of Possibilities objectives.

TOOLKIT OVERVIEW AND DOWNLOADS

WEEK OF POSSIBILITIES 2016

Submit your photos and videos through the website or via email at socialmedia@abbvie.com.

#AbbVieGivesBack

* Disclaimer text, if needed
DETAILED GUIDES

Project Management

Using the YourCause Portal

* Disclaimer text, if needed
COMMUNICATIONS - INTERNALLY
COMMUNICATIONS AT YOUR EVENT

*Disclaimer text, if needed*
COMMUNICATIONS - EXTERNALLY
SEEK
VISION:

- Suite of signature STEM programs (Science, Technology, Engineering & Math).
- Serve under-resourced students/schools.
- Funded by the AbbVie Foundation & delivered by AbbVie volunteers globally

SEEK PROGRAM GOALS:

- Increase student interest in STEM careers.
- Increase student’s understanding of science discovery and observation.
- Increase student’s understanding of engineering problem-solving and design.
- Improve general literacy skills (reading, writing & reporting).
- Achieve measurable results, as gauged by evaluation.
EXAMPLE: ENGINEERING PROGRAM – MIDDLE SCHOOL

- AbbVie volunteers provide 60 – 90 minute engineering program for middle school students (ages 12 – 14)
- Introduces concepts of engineering problem-solving and design.
- Two hands-on challenges allow student teams to develop, create and test their own designs in the “Table Coating Challenge” and the “Packaging Challenge.”
- Students act as engineers, recording their design and results in their Workbook.
- Includes connection to engineering careers.
- Students receive additional engineering challenges they can do in the classroom or at home.
SUPPORT MATERIALS

For AbbVie Sites & Volunteers
• Recruitment Materials
• Training & Preparation
• Volunteer Manual
• Program Kits
• Evaluation Materials
• Translation of Materials

For Students and Teachers
• Workbook with additional activities to explore
• Appropriate curriculum connections
• Long term relationship with AbbVie through on-going programs

*Disclaimer text, if needed*
PROGRAM RESULTS

2014/2015 Program Evaluation
Independent evaluation results were gathered from pilot year events in Sligo and Dublin, Ireland and North Chicago, IL. Survey responses were received by students, teachers and volunteers.

Overall feedback was very positive, with the vast majority of students indicating they were more interested in science following the events.

- 90% of students reported having a better understanding of what a scientist does, and 80% of students indicated increased interest in being a scientist following the event.
- 100% of teacher found the programs relevant and valuable for their students.
- 100% of AbbVie Volunteers felt that the experience was valuable and that they would recommend to a colleague.
Case Study: PwC
Employee Giving
Heather Wright
How do we calculate CR participation and CR engagement?

CR participation is defined as the number of unique employees, excluding retired partners and staff, who have 1 or more points during the fiscal year, divided by total headcount at the start of the fiscal year.

CR engagement are those who have 2 or more points.

<table>
<thead>
<tr>
<th>Activity Types</th>
<th>Points</th>
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<tbody>
<tr>
<td>CR Fellowship</td>
<td>1</td>
</tr>
<tr>
<td>Giving</td>
<td>1</td>
</tr>
<tr>
<td>Green Team</td>
<td>1</td>
</tr>
<tr>
<td>Join a Diversity/Inclusion Network</td>
<td>1</td>
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<tr>
<td>NPO Board Seats</td>
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<tr>
<td>NPO Loaned Employee</td>
<td>1</td>
</tr>
<tr>
<td>NPO Fee-Waived</td>
<td>1</td>
</tr>
<tr>
<td>Volunteering</td>
<td>1 per month</td>
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*Disclaimer text, if needed*
CR participation and engagement continue to increase

![Bar chart showing CR participation and engagement increase from FY14 to FY15.](chart.png)

- **FY14**
  - CR participation: 88% (up by 8%)
  - CR engagement: 39% (up by 4%)

- **FY15**
  - CR participation: 96%
  - CR engagement: 43%

*Disclaimer text, if needed*
How does it work?

Giving culture
Individual purpose collides with the power of collective action to create self-driven, ongoing engagement: increases participation which increases dollars and time which increases impact.
“Jeff educates”

Support Jeff in empowering at-risk youth through City Year by making a donation to his crowdfunding campaign.

Make a donation today
http://give
#causeaneffect
“Tracy cultivates”

Support Tracy in promoting urban farming and sustainability with *Harlem Grown* by making a donation to her crowdfunding campaign.

Make a donation today
http://give
#causeaneffect

*Disclaimer text, if needed*
“Tracy cultivates”

Support Gil in feeding the hungry with So Others Might Eat by making a donation to his crowdfunding campaign.

Make a donation today
http://give
#causeaneffect
Crowdfunding

300 fundraisers

3,000 donors

$300,000
Growth in donors

Participation in employee giving by tenure

- 2014 Total Participation Rate
- 2015 Participation Rate

<table>
<thead>
<tr>
<th>Tenure</th>
<th>2014 Participation Rate</th>
<th>2015 Participation Rate</th>
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<tbody>
<tr>
<td>&gt;0-1 year</td>
<td>41%</td>
<td>47%</td>
</tr>
<tr>
<td>&gt;1-3 year</td>
<td>55%</td>
<td>63%</td>
</tr>
<tr>
<td>&gt;3-6 year</td>
<td>61%</td>
<td>62%</td>
</tr>
<tr>
<td>&gt;6-10 year</td>
<td>60%</td>
<td>58%</td>
</tr>
<tr>
<td>10+ year</td>
<td>73%</td>
<td>72%</td>
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Consulting time!
Questions? Reach Out to Us!

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How are we different?

Real. Passionate. Dedicated