



Submitted by: Atlanta McIlwraith
Company/Organization: Timberland

Challenge or Opportunity:

How to increase employee engagement in service?

Approach or Solution:

Make it easy for people to serve. In addition to offering monthly service opportunities for groups of 10-20 employees, we also bring service in house. We have a “Knit for Needs” group that knits hats for premature babies, we’ve set aside time for groups to write letters to the troops, and we’ve also packed care kits for new adopted pet owners and for families with children in hospital. We also have an on site “Victory Garden” which grows vegetables and flowers outside our front entrance. Employees use their service hours to tend to the garden, the fresh, organic produce is sold to employees for a donation to the NH Food Bank. It’s a win for service hours, a win for employees having easy access to organic produce, and a win for the NH Food Bank!

Impact:

Ultimately, we’ve made service more convenient for employees and have engaged more people and served incremental hours as a result.