Title: Virtual Volunteering is here to stay

Company/Organization: Timberland

Type of Organization: For profit

Number of Employees: 100+

Category: Community

Challenge or Opportunity: We had two challenges:
1) how to keep our employees engaged in community service during the pandemic
2) how to increase our service contributions to historically marginalized black and brown communities when we live in a state that is predominantly white.

Approach or Solution: To keep employees engaged, we adapted our Path of Service policy (which, since 1992 has provided employees with paid community service hours each year) to support neighbor helping neighbor service. Prior to the pandemic, employees could only use service hours to support nonprofit orgs but now they could help neighbors in need. We also introduced virtual volunteering which opened up a world of service opportunities to us that previously were not accessible to us from our location in NH.

Impact: Employees actively served during the pandemic. Our virtual events also enabled employees to support orgs serving diverse communities in NYC, DC, and more. Volunteers made lessons plans, read books aloud on video, researched resources to support BIPOC communities, created social media posts for nonprofit orgs, and more. We're glad to serve in person these days but virtual volunteering is here to stay. It equips orgs to succeed and enables employees nationwide to work together.