



Company: Timberland

Contact: Atlanta McIlwraith

Challenge: How to encourage more employees to use their community service hours.

Approach: Bring service in house and invite all of your employees with sewing machines.

Impact: We've had a number of sewing events where we've made dresses for impoverished girls, blankets for kids in need, reusable tote bags to be sold as fundraisers. Our sewers love these events and we recruit non-sewers as well to cut and finish items.