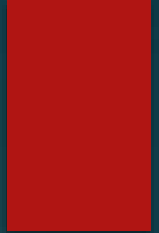


Corporate Charity for Construction



Today's Agenda



- ▶ Why do it?
- ▶ Why is it important for Construction?
- ▶ Survey Data
- ▶ How - Construction Charity perspective
- ▶ Charity Perspective
- ▶ Evaluating Charities

Corporate Giving: Why Do it?

- Because we're really nice people ?
- Can we afford to be altruistic?
 - Responsibility to owners and employees
- Health of our communities
 - Municipalities can not afford it without help



Corporate Giving: Why Do it?

- Practical Reasons for the Company
 - Employee Morale and Recruiting
 - Attracting Millennials – competing with Hi-Tech
 - Employees respect leaders who do good
 - Brand and Marketing
 - Reputation in the Community
 - Differentiate your Company
 - Connections and Networking
 - Forge Relationships
 - Gain Customer support & Community Evangelists
 - Free publicity / Appeal to your customer's customers
 - Increase resilience and yes, profitability over time
 - Improve your ability to get work done

Why is it important for Construction?

- We are local!
 - We live here and use the services and facilities!
 - The money stays in this economy
 - Develop pride in company's place in the community
- Our work affects people's daily lives
 - People interact with our work at work & in their own homes
- Local laws are a big part of getting work done
 - Permitting and getting acceptance
 - Key stakeholders need to know company cares about community
- Local appetite for development
 - Budgets and plans hinge on ability to deliver quality of life, not \$

Some Data

- Entrepreneur article survey 1,000 employees
 - When companies that offer holiday charity events:
 - Does Company have a purpose? 62% to 84%
 - Employees buy into Corp values? 50% to 78%
 - If employees get involved in charitable events,
 - 37% felt more connected to culture
 - 57% believe events help create happier teams
- CAF Article
 - Mood Booster – 42% agreed enjoyment from giving is a key influence
 - 96% felt moral duty to help others
 - Introduces your children to the importance of generosity
 - Multiplier effect - Encourages friends and family to do the same
- Other studies
 - Consumers prefer socially responsible companies
 - 90% would switch to brand supporting good cause
 - 85% of millennials correlate purchasing power to companies' efforts
 - 88% say they would buy from company leading with purpose



Local
Examples



Who is responsible for
the charity / volunteering
initiative at your firm?



What stage are you in?

Let's talk Implementation



- ▶ Why
- ▶ What
- ▶ When
- ▶ Who
- ▶ How

Construction Charity Perspective



Why

- ▶ Internal: spirit of service leadership
- ▶ External: Address the issues of the region
- ▶ Client alignment
- ▶ Ability to partner and increase relationships with project partners

Construction Charity Perspective

What

- ▶ Volunteering, fundraising, in-kind giving, drives
- ▶ Project selection – key to engagement and participation
- ▶ Project evaluation
- ▶ Client alignment: co-participate or attend

INSERT Scorecard slide

Construction Charity Perspective

CRITERIA	SCALE	YOUR SCORE	WEIGHTED SCORE
Poor Rating on Charity Navigator	Automatic No Go		
Disaster Relief Matching Funds	Automatic Go		
Addresses local needs	1 (low) - 5 (high)		0
Leverages XLER interests and abilities	1 (low) - 5 (high)		0
Compelling Business Case (builds partnership with clients/designers)	1 (low) - 5 (high)		0
Level of impact giving will have	1 (low) - 5 (high)		0
Sustainability (leading vs. lagging)	1 (low) - 5 (high)		0
Able to measure results (quantitative and qualitative)	1 (low) - 5 (high)		0
Builds service leaders	1 (low) - 5 (high)		0
Provides opportunities for leadership	1 (low) - 5 (high)		0
Individual Involvement	1 (low) - 5 (high)		0
TOTAL POSSIBLE: 100	ACTUAL TOTAL		0

501©3? Y/N (If yes, include number):

Other considerations:

SCORE	FUNDING
81+	100%*
65-80	100%
40-64	80%
20-39	70%
19-	0%

Construction Charity Perspective



Who

- ▶ Involve the whole company
- ▶ Don't worry about abuse, folks go underutilized
- ▶ Invite clients/project partners
- ▶ Get “deputies” to talk up events

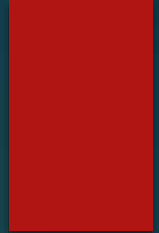
Construction Charity Perspective



When

- ▶ NOW! It's a process, so get going and learn as you go
- ▶ Start with unfunded or low-cost projects
- ▶ Work around busy schedules (billings, processing, month-end close)

Construction Charity Perspective



How

- ▶ In this case, committees work
- ▶ Have representation from various areas of the business
- ▶ Include an Exec
- ▶ Ask for suggestions, but offer up opportunities
- ▶ Determine your short list of key issues

Takeaways: Factors for Success

SUPPORT	MEANING	OWNERSHIP	RESOURCES	INSPIRATION
Authentically supported from the top of the organization	Have a focus	Led by a team	Utilize the resources of other departments	Needs ambassadors to inspire people to action

- Power your corporate culture!
- Achieve triple-win scenarios
- Develop leadership skills
- Start today

Questions?



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[Re]Building Together Silicon Valley

[Re]pairing Homes
[Re]vitalizing Communities
[Re]building Lives



Why Rebuilding Together Silicon Valley?

Rebuilding Together Silicon Valley is a nonprofit organization that believes that everyone deserves to live in a safe and healthy home.

Santa Clara County and each of its 15 cities have committed to improving policies, creating programs, and forging new partnerships to enhance livability for not only older adults but all generations.

We are proud to be a major part of that long-term vision.

**By 2030,
1 in 4 residents
will be over 60.**

Santa Clara County



A Local Impact



Rebuilding Together Bay Area Affiliate Network:

Rebuilding Together East Bay-North

Serving Richmond, San Pablo, Albany, Berkeley, and Emeryville.

Rebuilding Together Oakland

Serving Oakland.

Rebuilding Together Peninsula

Serving San Mateo County and Northern Santa Clara County (Palo Alto, Mountain View, Sunnyvale).

Rebuilding Together San Francisco

Serving the City and County of San Francisco.

Rebuilding Together Silicon Valley

Serving Alviso, Campbell, Cupertino, Gilroy, Los Gatos, Milpitas, Morgan Hill, San Jose, San Martin, Santa Clara, Saratoga, and unincorporated Santa Clara County.



8 Guiding Project Principles

Everyone Deserves a Safe and Healthy Home!



- Culmination of year-round work
- Volunteer-friendly
- Funded by generous sponsors
- 2 times per year
- Client approval on case-by-case basis

Rebuilding Day



Sponsored By: SVC Development Team

Every April & October!



Sponsored By: BMC Software



Typical Projects Include:

- Interior/Exterior Painting
- Fencing
- Debris Removal
- Repair/Replace Appliances
- Minor Electrical/Plumbing
- Fire Safety & Green Upgrades
- *Some element of deferred maintenance*

Rebuilding Day

Our Homeowners



Sponsored By: Alliance Residential

Average length of time in home:

24 years

Must have lived in their home at least 1 year

Average household income:

\$29,000

Income cannot exceed 80% of median income

Average age of recipients:

74

Preference given to older adults and people with disabilities



Qualification Process



Sponsored By: Nintendo of America

Application

Assess income guidelines, fill out and turn in application.

Review

Our team will review the application, ensure income guidelines are met and assess needs.

In-person Appointment

Our Construction Manager will meet with the homeowner, review condition and project priorities then schedule next steps.

Repairs

Appropriate next steps will be scheduled and repairs will begin.



Homeowner Income Guidelines

Annual Income

	1 person living in home	2 persons living in home	3 persons living in home	4 persons living in home	5 persons living in home	6 persons living in home	7 persons living in home	8 persons living in home
Extremely Low	\$0 to \$30,750	\$0 to \$35,150	\$0 to \$39,550	\$0 to \$43,900	\$0 to \$47,450	\$0 to \$50,950	\$0 to \$54,450	\$0 to \$57,950
Very Low	\$30,750 to \$51,250	\$35,150 to \$58,550	\$39,550 to \$65,850	\$43,900 to \$73,150	\$47,450 to \$79,050	\$50,950 to \$84,900	\$54,450 to \$90,750	\$57,950 to \$96,600
Low to Moderate	\$51,250 to \$72,750	\$58,550 to \$83,150	\$65,850 to \$93,550	\$73,150 to \$103,900	\$79,050 to \$112,250	\$84,900 to \$120,550	\$90,750 to \$128,850	\$96,600 to \$137,150



The Impossible Made Possible

Volunteers: Community volunteers who generously donate their time and talents to help.

In-Kind Donations: Donated and reduced cost supplies and materials.

Housing & Community Development Act: Funded in part by the City of San José, City of Cupertino, City of Milpitas, City of Gilroy, and the County of Santa Clara

Corporate & Community Partners: Investment in changing lives and strengthening corporate social responsibility.



Sponsored By: Seagate



[Re]Building Together Silicon Valley

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Evaluating Charities

- Look at the charity's mission
- Review Financial Health
 - Marketing & Admin expenses vs actual benefits delivered
- Accountability and Transparency
 - 501(c)(3) vs 501(c)(4)
 - Don't benefit private individuals, can't be used to influence legislation, no politics
 - Understand where the money goes
- Look at outcomes and results
- Evaluate main supporters and their commitments
- Avoid "Similar Names"
- **CharityNavigator.org**
 - Rating system based on all of the above