

# Ei8ht



## Get social with #GMV2021

Share your favorite insights and a-ha moments using the conference hashtag.



## We want to hear from you!

Use the chat/question function to interact with your peers and ask questions to panelists.

Q1.

Tell us a bit about yourself  
and your program.



# Allison Fary

Senior Program Manager, Corporate Citizenship at TELUS

Leading TELUS' world-class employee and retiree community engagement programs, inspiring 45,000 volunteers to give back through 1.2 million virtual and safe acts of giving and 1.25 million volunteer hours in 2020.

TELUS is a dynamic, world-leading social capitalism technology company spanning telecommunications, health, agriculture, security and entertainment.

# Team TELUS Cares Programs



## Community Ambassadors

Network of volunteer clubs comprised of current and retired team members.

In 2019, 5,000 volunteers in 23 clubs fundraised nearly \$300,000 and donated 60,000 care items coast to coast.



## TELUS Days of Giving

Our signature global volunteer movement that brings the TELUS family together.

In 2019, 40,000 volunteers donated their time to 2,000 projects around the globe benefitting 500 charitable partners.



## TELUS Match

Matches your donations to a maximum of \$2,500 per person, per year.

In 2019, our TELUS team donated \$4.6 million to more than 2,000 Canadian charities.



## Volunteer Rewards

Rewards your volunteering with a \$1 donation for every volunteer hour you record.

In 2019, our TELUS team volunteered 1.14M hours for the third consecutive year.



# The Ciena Cares Program



Ciena is a networking systems, services and software company. We are driven by a relentless pursuit of network innovation – enabling our customers to adapt in ever-changing environments to deliver richer, more connected experiences for their business and users.



Mark Stevens currently holds the position of Director of Corporate Social Responsibility for Ciena Corporation. Based in the UK, Mark has been with Ciena for 13 years and has 41 years of experience in the telecommunications and electronics industry.

He has held senior positions in the world of Customer Satisfaction and Quality, in design, manufacturing, services and customer facing domains. Mark has managed design organizations, led international integration programs and held senior roles in Marketing.

Over the past 10 years, he has been responsible for establishing and developing Ciena's Corporate Social Responsibility program. Mark is a member of the TIA (QuEST Forum) sustainability working group and represents Ciena at the Responsible Business Alliance.

# The Ciena Cares Program

## Volunteering Time Off (VTO)

Approved by your Manager



*Volunteer during working hours, log your time for Ciena rewards*

## Rewards for Volunteering

\$25 / hour for all volunteering



**You**



**ciena**

*Ciena supports your passions when you give your **time***

## Donation Matching

Capped at \$5000

3:1 Matching (\$3 match for \$1 donation) for Digital Inclusion non-profits

1:1 Matching (Dollar for Dollar) for all other donations



**You**



**ciena**

*Ciena supports your passions when you give your **charitable donations** (For any eligible cause)*

Q2.

2020 was a difficult year from a volunteering perspective for many.

What were some of the challenges you faced and how did you pivot?

# 2020 giving programs re-imagined



Community  
Ambassadors



TELUS Days  
of Giving



TELUS  
Match



Volunteer  
Rewards





# Shining a spotlight on our volunteers

 **darren\_entwistle** 



 Liked by **stephfrancoraab** and others

**darren\_entwistle** When our teams in the field, including Ron, Oneil, Lonnie, David, Alexander, Phillip and Anne (not pictured), heard that... [more](#)

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March 27

 **darren\_entwistle** 



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**darren\_entwistle** We're celebrating **#VolunteerWeek** with our incredible **@TELUS** team members, retirees and TELUS Community Ambassadors. A... [more](#)

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April 23

 **darren\_entwistle** 



 Liked by **laylababysigns** and others

**darren\_entwistle** I am so proud of our **@TELUS** team members who continue to give where we live, to answer our communities most pressing issues... [more](#)

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May 6

 **darren\_entwistle** 



 Liked by **laylababysigns** and others

**darren\_entwistle** We're celebrating **#VolunteerWeek** with our incredible **@TELUS** team members, retirees and TELUS Community Ambassadors. A... [more](#)

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April 23



# Engaging communications

## #GoodNewsTues



Are you ready for a roaring good time?  
#GoodNewsTues is back!

Here's the purrfect way to do good and feel good all September long.

## This week's happy headlines:



Team members package and deliver over 1500 food bags for the Nanaimo Aboriginal Centre

Our team members from across Canada have been supporting citizens in need with vital food supply during the pandemic, including Christopher Poirier, Derrek Kirk, Kat Kellett, Celeste Mattes, Keith Penner, Chad Jahelka, Alisya Dosouto and Colin Hanssens who were volunteering every Thursday for 10 weeks.

**How you can help:** Donate food to your local food bank, Grow a Row of your favourite fruits or vegetables and donate or make a financial donation to keep Canadians from going hungry.

# Impactful ways to give during the holidays



## Support your local food bank

Did you know 34 percent of food bank clients are children? Before the COVID-19 pandemic, food banks across Canada had an average of one million visits every month. That need has drastically increased with the pandemic. Consider donating to your local food bank today through a donation or drop off non-perishable food items at your local food bank or participating grocery store. **Act now** to help those in need.



## Adopt a family, youth or senior virtually

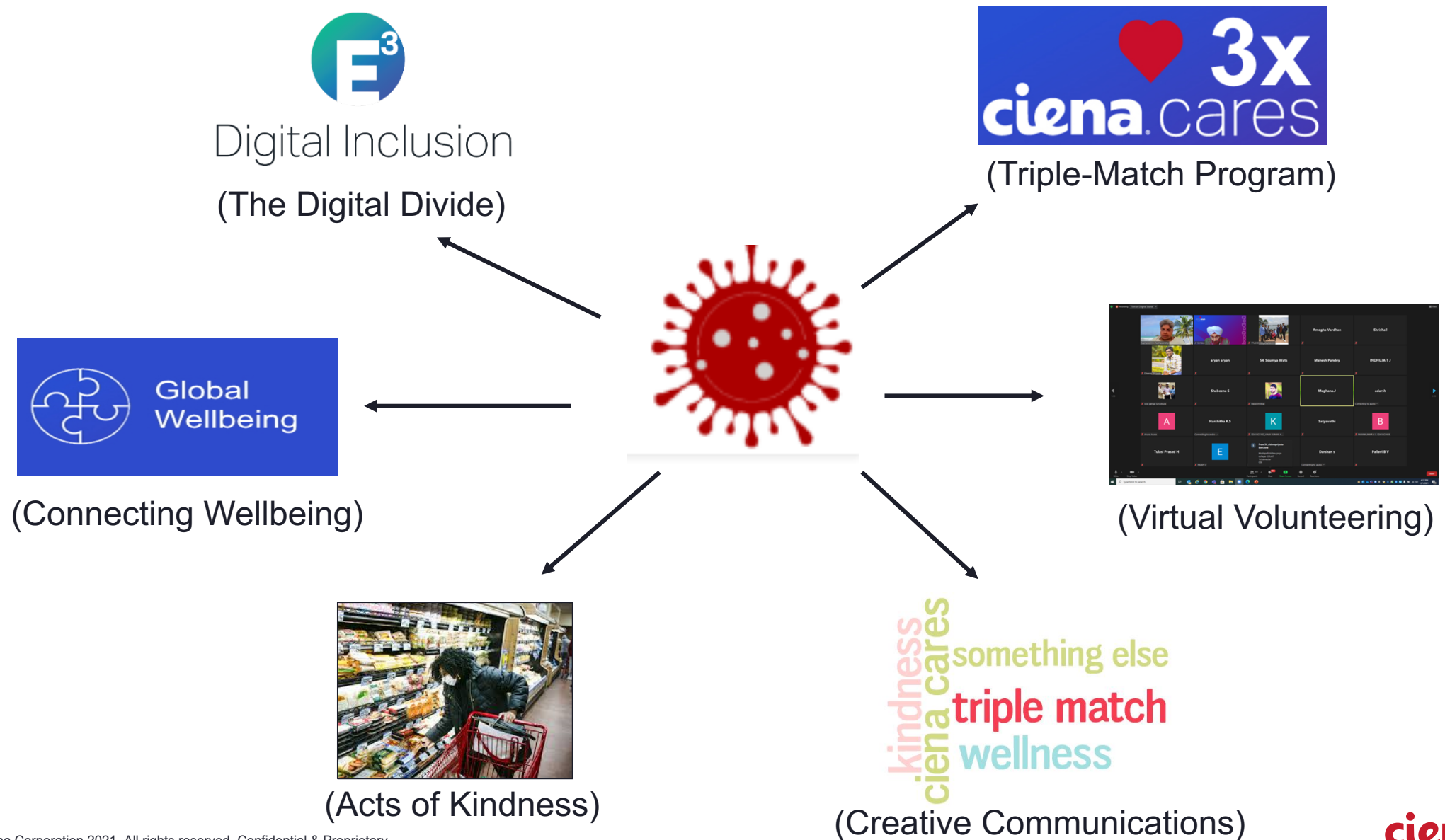
For many the holidays are filled with cheer and celebration. However, for some the holidays can be difficult, lonely and isolating. Be someone's hope and joy this holiday season and consider adopting a family, youth or senior to share the holiday season with. **Act now** to spread a little magic.



## Brighten the holidays for kids in need

Each year, Opération Père Noël, Toy Mountain, the Salvation Army and many other charities collect toys for children across Canada, making the joy of the holiday season possible for families struggling to make ends meet. Help ease a family's stress by making a donation or dropping off a new, unwrapped toy. **Act now** to make this holiday season special.

# 2020 Challenges and Pivot to Goodness



Q3.

What results did you see from making these changes to your programs?

# 2020 impacts - our most giving year

**1.25 million**  
hours volunteered

**1.2 million**  
acts of giving

**271,000**  
hand crafted care  
items donated

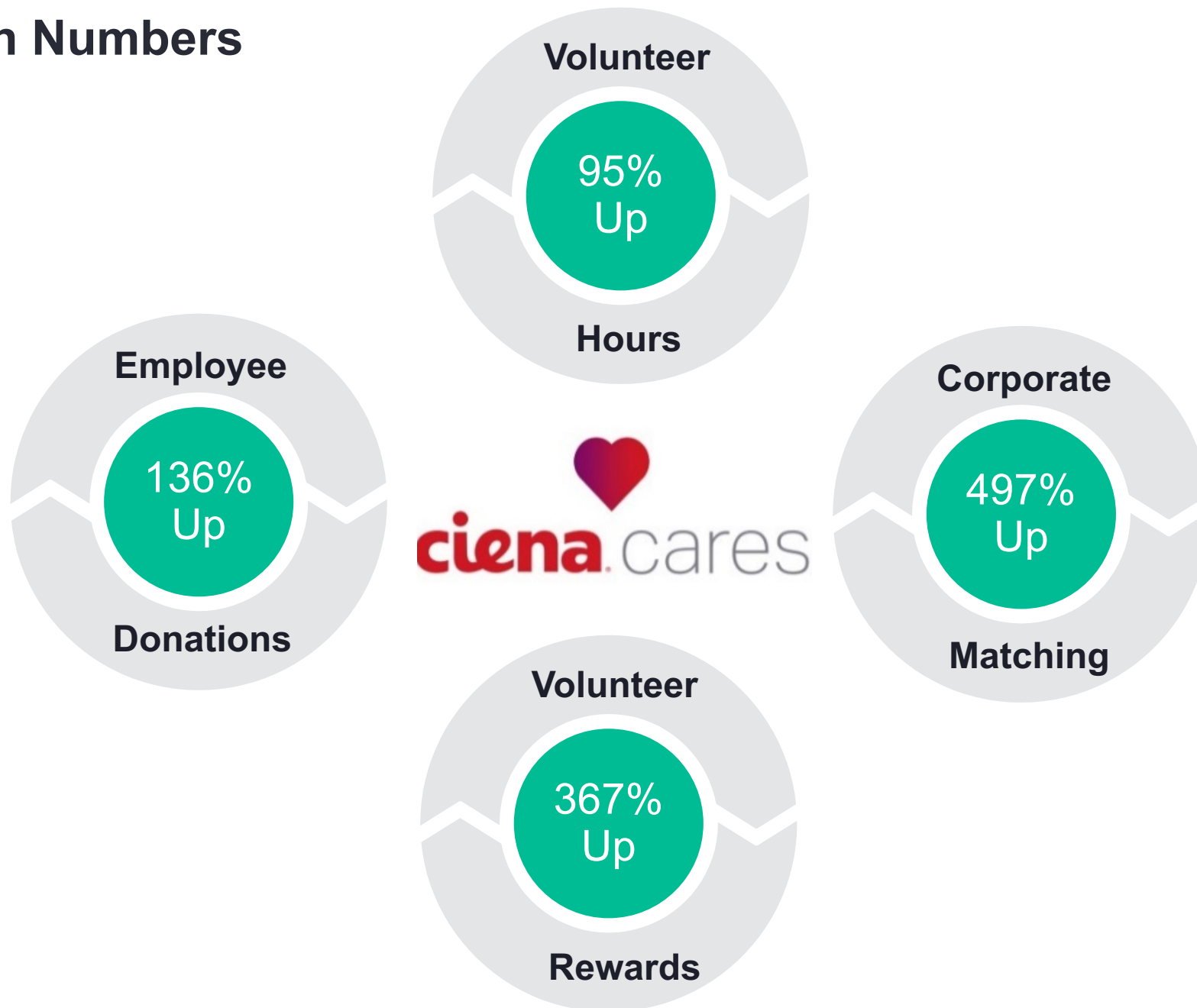
**\$1.2 million**  
raised for TELUS Friendly Future  
Foundation thanks to our team,  
retirees and generous customers

**150,000**  
hand sewn face masks  
donated to keep  
Canadians safe





# Success in Numbers



Q4.

What were your top takeaways  
from your experience?

# How TELUS turned a year of change into a year of impact!

1. Communicate, communicate, communicate!
2. People like to rally behind something big.
3. Virtual volunteering enabled us to engage more volunteers!



# Key Takeaways

- Executive engagement turbocharges campaign potential
- Keep a focus on both short and long-term enablement
- Be creative in communications
- Working together, you can amplify the impact

Q5.

What's next for your  
volunteering program?



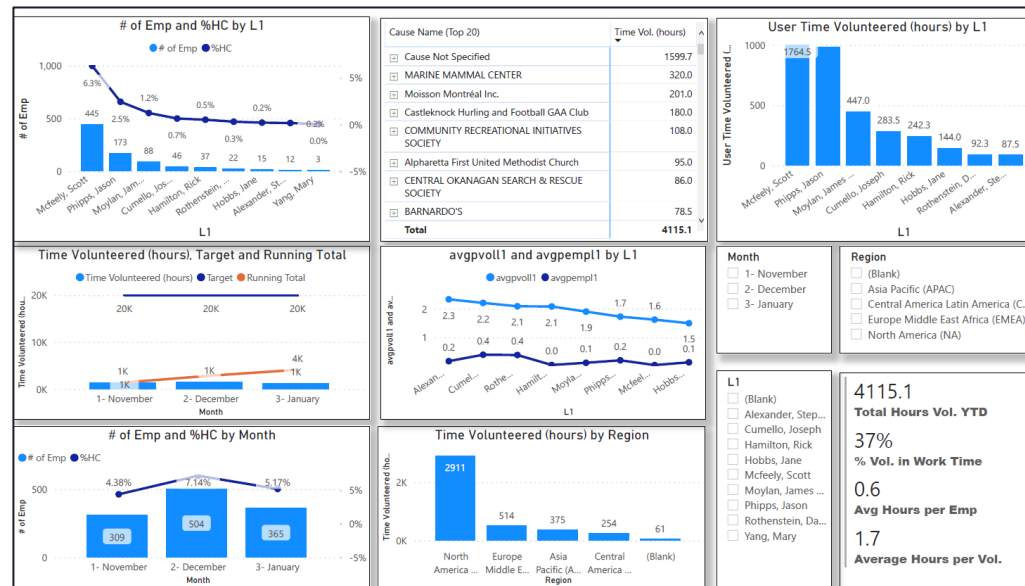
# What's next for 2021?

- Acts of Giving: it all counts when we give together whether it's dollars, time or skills
- Fundraising for the TELUS Friendly Future Foundation
- Inspiring our TELUS family to give back in 2021 through a hybrid model of virtual and safe volunteer opportunities
- Continue to showcase our amazing volunteers through Volunteer Spotlights to inspire more giving



# Drive Toward a Culture of Service

- 20,000 hours objective for FY2021
- Annual volunteering cap removed
- 3x Triple-Match for Digital Inclusion causes.
- Unlimited VTO
- Inspiring storytelling from volunteers and causes
- Leveraging ERGs to provide laser focus in energized employee groups
- Ciena Cares going mobile
- Integrated dashboards and Executive comms



*Thanks for  
attending!*



**Don't forget to take the  
feedback survey**



**Keep the conversation  
going on Slack**



**Visit our Demo Stations!**