

1992 - 2017

25<sup>th</sup>  
care  
AWARDS  
ANNIVERSARY

PRESENTED BY  
NORTHERN VIRGINIA FAMILY SERVICE

# 2017 CARE Awards

Making an Impact on  
Northern Virginia

Through the Workplace



# HISTORY OF THE CARE AWARDS

**In the early 1990s, NVFS staff began to notice an alarming increase** in the number of clients whose work-related issues were exacerbating difficult family situations and leading to family breakdown, substance abuse and domestic violence. NVFS staff and board members began to explore how NVFS could help change the work climate to relieve work-related stress on families.

NVFS enlisted the support of the business community, creating the CARE Advisory Committee in 1992. The CARE Advisory Committee established the annual CARE Awards program with four primary goals:

1. **To recognize Northern Virginia companies who are leaders in providing family-friendly benefits and policies that help their employees meet the challenges of balancing work and life**
2. **To encourage companies to institute family-friendly programs by exposing them to ideas and thoughtful discussions with business leaders who have already embraced such policies**
3. **To strengthen families by promoting family-friendly policies among businesses**
4. **To build awareness and support among the business community of NVFS programs**

Over the past 25 years, the CARE Awards have spotlighted more than 100 organizations who exemplify what it means to be a CARE-ing company in how they approach their employees, their clients and their community. And Northern Virginia is a better place to work because of it.

“When the award was first established in 1992, there were not nearly as many companies doing the kinds of things for their employees that today’s CARE winners are doing. One of the objectives of the CARE Award was to demonstrate to the Northern Virginia community that these kinds of programs and policies can make a significant contribution to the success of a business enterprise. The hope was that as more and more success stories were recognized, other companies would pick up on the message and begin implementing similar programs within their organizations.

Evidently, the strategy worked.”

— George Lane, CARE Committee Chair

# Why Your Company Should CARE

By 2025, millennials will comprise 75 percent of the global workforce — and **76 percent** are willing to take a pay cut to work for a responsible company.<sup>1,2</sup>



Companies in the top quartile of employee engagement report:<sup>3</sup>

- ↑ 10% higher customer metrics
- ↑ 17% higher productivity
- ↑ 20% higher sales
- ↑ 21% higher profitability
- ↓ 24% lower turnover (at high-turnover organizations)
- ↓ 59% lower turnover (at low-turnover organizations)



Replacing an employee costs approximately **20 percent** of his or her salary.<sup>4</sup>

**Two-thirds of employees** look to companies to provide turnkey ways to participate in volunteerism through company-wide days of service and corporate-led activities during the year.<sup>2</sup>



**53 percent** prefer activities that are a balance between skills they use every day and skills that are not related to their job.<sup>2</sup>

<sup>1</sup> Millennial Branding, a Gen Y research and management consulting firm

<sup>2</sup> Cone Communications, Employee Engagement Study, 2016

<sup>3</sup> Gallup State of the Workforce Report, 2017

<sup>4</sup> Center of American Progress, 2012

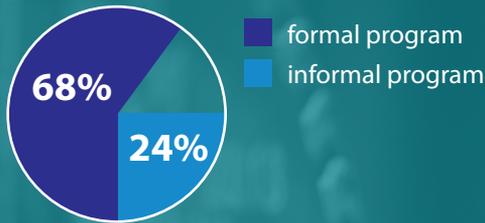
“The company enables employees to get involved in our local community by **integrating service in to our daily work** at NRUCFC. Concern for community is demonstrated by **giving employees the time, resources and ability to get involved** during business hours. It’s because we foster engagement in supporting our local community that our army of 250-plus are able to make a difference in the lives of families in Northern Virginia. **Service is engrained in our culture and is an important part of how we do business** at NRUCFC.”



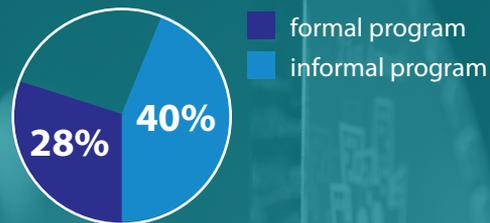
# CARE-ING FOR OUR COMMUNITY

How CARE Award Winners and Their Employees Give Back

## WORKPLACE GIVING PROGRAMS



## MATCHING GIFT PROGRAMS



# 1 in 3

CARE winners have “other” formal or informal community outreach programs or benefits, which include:

Paid leave for volunteering **(32%)**

Dedicated committee or lead for community outreach activities **(24%)**

## EXAMPLES:

- **AMERICAN SYSTEMS** and **CTA** match employee charitable contributions up to \$500; **SourceAmerica** matches up to \$250. **FMP Consulting** covers the registration fee for all employees participating in select charity walks or fun runs.
- **Evans Inc.** and **AMERICAN SYSTEMS** have formally partnered with local elementary schools to provide mentorship to students.
- Each quarter, **Knight Point Systems LLC** recognizes a “Knight in Shining Armor” — an outstanding employee volunteer — and provides a \$500 check to the charity the award winner supports.
- **Monument Wealth** and **Evans Inc.** host annual March Madness competitions, in which a contribution is made to the charity of the winners’ choice.
- **NRECA** provides use of its conference center 75 percent of weekends and evenings to Arlington County and its sponsored organizations, as well as local charities and nonprofits, at no cost.
- **Business Benefits Group’s** GiveBack program allows employees to create their own foundation, setting aside donations via payroll for each charity they are passionate about.

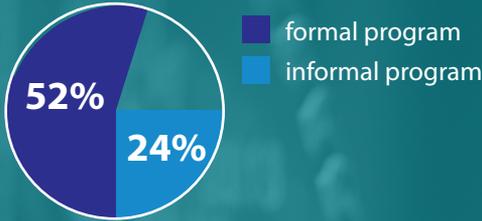
“NetImpact recognizes that the strength of the company lies in its staff, and ensures that employees are given opportunities that align with professional growth and areas of interest. From the moment that a new employee starts at NetImpact, they are encouraged to take time away from their billable work to attend webinars, conferences or trainings. Employees may seek out such opportunities on their own or participate in NetImpact-identified programs.”



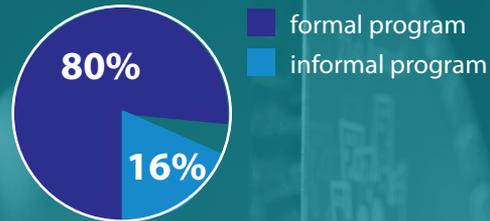
# DEVELOPMENT AND EDUCATION PROGRAMS

How CARE Award Winners Are Enhancing the Workforce

## DIVERSITY PROGRAMS



## CAREER DEVELOPMENT PROGRAMS



# 98%

of CARE winners provide some form of tuition reimbursement.

## EMPLOYEES ARE WELL-TRAINED:

**100%** of CARE Winners provide formal and informal internal training options to foster development in employees

**84%** also provide formal opportunities for employees to attend outside training, seminars and conferences

## EXAMPLES:

- **Towne Park LLC** provides a tiered training series to help develop its employees for various leadership levels within the organization.
- **CTA, MBL Technologies, NetImpact Inc., Toffler Associates** and **Ventura Corp.** offer formal mentorship or coaching programs or groups to provide career guidance for employees. **FMP Consulting** assigns a "buddy" each new employee to help guide them through the new hire period.
- **Evans Inc.** and **Transurban** provide reimbursement for annual membership dues to professional organizations.
- **SourceAmerica** extends training opportunities to its employees' families through Bring Your Kids to Work Day. This past year, kids received training on Disability Awareness, including replicating a disability, to build their empathy. Older kids also worked in teams to make a real prosthetic hand, which were sent to a person in need in an underserved area around the globe.

“We think providing health benefits is an important responsibility, and one that is vital to the well-being of our team — it’s not a cost to be minimized.”

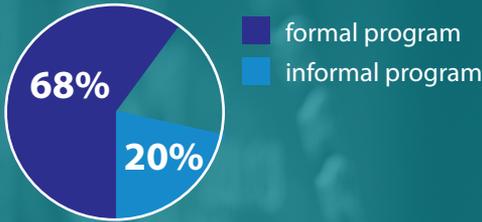
— Marc Katz, CEO, CustomInk



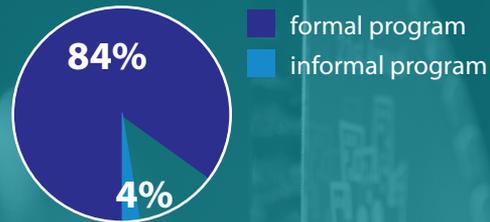
# HEALTH & WELLNESS PROGRAMS

How CARE Award Winners Are Improving Employee Well-Being

## WELLNESS PROGRAMS



## VOLUNTARY BENEFITS



48%

of CARE winners provide other wellness benefits for employees, including:

Onsite gym access or discounted gym memberships **(28%)**

Additional company contributions to employee Health Savings Accounts (HSAs) **(20%)**

Company-paid or discounted access to identity protection **(20%)**

Free group workout classes (e.g., yoga, boot camp, Zumba) **(20%)**

Telemedical services for convenient health care consultations **(16%)**

## EXAMPLES:

- **CTA** created a Cubaticle Program, where staff have a four-minute daily workout competition at their desks or conference room.
- **CustomInk** and **FMP Consulting** offer programs to ensure not only employees' physical well-being, but their financial well-being as well. **Monument Wealth Management** provides free management of employees' financial accounts.
- **Suntiva** provides each of its employees with a Fitbit. **SourceAmerica** provides a \$350 annual reimbursement for purchases that enhance wellness, such as Fitbits or gym memberships.

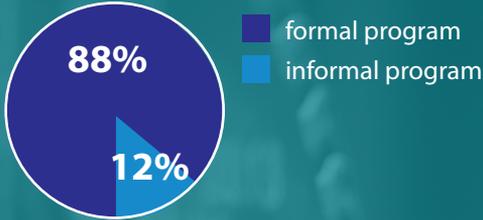
“We believe the best feature of Dimension Data’s work-life programs is the flexibility of the offerings we provide: Employees value different things, and as such, we offer different ways for employees to address their own particular work-life needs.”



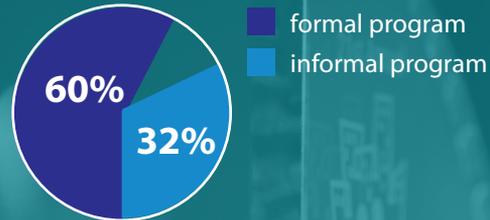
# WORK-LIFE BALANCE PROGRAMS & POLICIES

How CARE Award Winners Support Employees

## TELECOMMUTING/FLEXIBLE SCHEDULES



## PARTIAL YEAR/IRREGULAR SCHEDULE



# 2 in 3

CARE winners have other formal or informal work-life programs and policies.

## EXAMPLES:

- **AMERICAN SYSTEMS** ran a “Know Your Score” campaign this past year to help employees determine their retirement preparedness.
- **Evans Inc.** provides reduced work hours for new parents to help them find a new balance with their children.
- **FlexProfessionals** does not track leave or sick time to give employees flexibility to balance work and home without having to feel guilty about it.
- **INTEGRITYOne Partners** offers a paid time-off (PTO) bank for employees to use in extreme circumstances, while **MBL Technologies** allows employees to “borrow” PTO for maternity leave, bereavement and other unique circumstances.
- **Dimension Data**, **Helios HR** and **PRS** offer employees specific time-off options to celebrate their birthdays.
- **Towne Park** offers FUN Days for employees to enjoy local recreation activities.
- Eligible **Transurban** employees can purchase up to six additional weeks of leave each year.
- **Ventera Corp.** combines holiday and vacation time to allow employees flexibility in which holidays they choose to celebrate.
- **SourceAmerica** offers gender-neutral parental leave and reimburses adoption expenses up to \$3,500.

# CONGRATULATIONS, 2017 CARE AWARD WINNERS!

**AMERICAN SYSTEMS • Business Benefits Group • Consumer Technology Association (CTA) • CustomInk • Dimension Data • Evans Inc. • FlexProfessionals, LLC • FMP Consulting • Helios HR • INTEGRITYOne Partners • Knight Point Systems LLC • MBL Technologies • Merritt Group • Monument Wealth Management • National Rural Electric Cooperative Association (NRECA) • NetImpact Strategies, Inc. • National Rural Utilities Cooperative Finance Corporation (NRUCFC) • PRS, Inc. • SourceAmerica • Suntiva • Toffler Associates • Towne Park, LLC • Transurban Group • USTA Mid-Atlantic Section • Ventera Corp.**

## Want to Get More Involved With NVFS?

From the Hunger Resource Center to the Head Start classroom, from weekly volunteering to special once-a-year opportunities, Northern Virginia Family Service (NVFS) has something for everyone's strengths and preferences. NVFS volunteers play a critical role in helping our clients build foundations toward brighter futures.

**"LUNCH AND LEARN" SEMINARS • CORPORATE ENGAGEMENT OPPORTUNITIES • FAMILY AND GROUP VOLUNTEERING EVENTS • SPECIAL PROJECTS**

**Learn more at [nvfs.org/Volunteer](http://nvfs.org/Volunteer)**



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