

ENGAGEMENT RESOURCE GUIDE



Powered by



Dear community leader,

What is your 'North Star' as a business and a leader?

When it comes to changing lives in our community, a shared vision (or North Star) is crucial. For nearly a century, United Way of Greater Chattanooga and Tennessee Valley Authority have shared a mission to "make life better" for all our neighbors. Today, we see immense promise for building a brighter future for families in our region through a shared understanding of the need we're facing . . . and what we can do about it.

Approximately 40% of households in our region are currently facing financial hardship, many of them with children. To support their bright futures, United Way and TVA believe that we must create foundational change for these families. We can do this by championing **family-friendly policies** in the workplace which increase opportunities for working parents. With this goal in mind, **we invite you to align with this North Star.**

As leaders in business and our community, you know that your influence extends beyond profits. The success of your business is deeply intertwined with the well-being of your employees. When we embrace family-friendly policies, we empower parents to focus on their professional aspirations while knowing their children are in safe and nurturing environments, fostering a more balanced work-life dynamic that benefits both employers and employees.

This vision aligns with the values of our thriving business community, and **your support and engagement are pivotal** in turning this vision into reality. Together, we can set a precedent for businesses to make a positive impact on their bottom line and on the lives of the families that form the heart of our community.

We are so grateful you are joining us to pursue a brighter future for all.

United in Purpose,



Lesley Searce
Chief Executive Officer,
United Way of Greater
Chattanooga



Sue Collins
Executive Vice President and
Chief Human Resources &
Administration Officer, TVA

You can change lives.

You want to make a difference where you live and work every day, and we want to make it easy. At United Way of Greater Chattanooga, we give you several ways to get started whether through *family-friendly policies, corporate philanthropy, or volunteerism*. Our local business partners enjoy stronger employee culture and engagement, increased visibility for recruiting talent, networking opportunities, and most importantly – the ability to have a greater impact in our local community. Whether you have one employee or hundreds, you can make a difference. With your help, we can feed one hungry person, keep a roof over a family’s head, or help a senior make it to the doctor. ***When you improve just one life, you’ve made an impact.***

As a United Way partner, businesses enjoy stronger employee engagement, increased visibility, networking opportunities, and most importantly—the ability to make a difference in the local community.



Pictured:

Future Homeowner Jasmine McCann with
Habitat for Humanity of Greater Chattanooga's
Anna Katherine Loper

Watch Jasmine's story here!

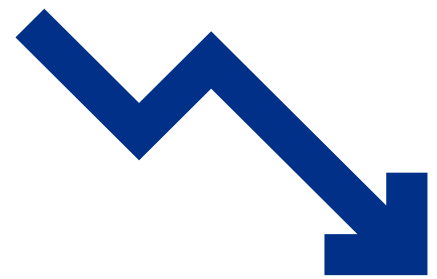


United for Working Families

Family-Friendly is Business Friendly.

More than 15 million U.S. workers have quit their jobs over the last two years and 45% of those surveyed said needing to take care of family was a key factor in their decision.

There is real return on investment in family-friendly policies that improve workplace productivity, increase recruitment, promote retention, support strong families, encourage children's healthy development and grow a strong economy.



\$94.4 M

In 2022, \$94.4 Million was lost in Hamilton County alone due to insufficient child care.*

Did you know?

Replacing an employee costs a business between **6 to 9 months** of that employee's salary.*

*Tennesseans for Quality Early Education

Why focus on ALICE households?



70% of the most common TN jobs pay less than \$20 per hour.



ALICE families most commonly lack access to family-friendly policies, disproportionately affecting their life outcomes.



Financial hardship and a child's ability to learn and develop are inextricably linked. *

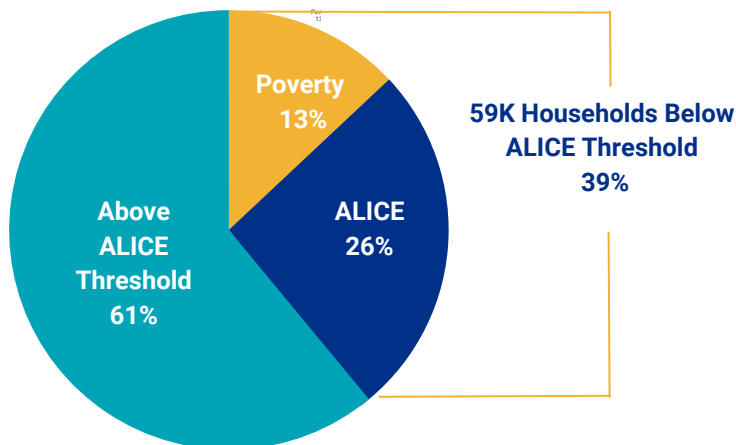


ALICE

Asset Limited, Income Constrained, and Employed

Neighbors earning above the poverty level but still living paycheck to paycheck

2021 HAMILTON COUNTY, TN SNAPSHOT



Population: 369,135
Number of Households: 151,676
Median Household Income: \$66,069
(state average: \$59,695)
Labor Force Participation Rate: 64%
(state average: 61%)
ALICE Households: 26%
(state average 30%)
Households in Poverty: 13%
(state average 13%)

[Learn more at unitedforalice.org](https://unitedforalice.org)

*ALICE in the Crosscurrents: COVID and Financial Hardship in Tennessee

EVERYONE WINS IN FAMILY-FRIENDLY WORKPLACES



A Win for *Business*

Family-friendly workplaces have a competitive advantage in attracting talent, have better workplace cultures and employee satisfaction, reduced healthcare costs, and reduced absenteeism.* Family-friendly workplaces also increase participation in the labor market, which is key to community growth.



A Win for *Family*

People who work in a family-friendly organization report better health and wellbeing, more engagement and loyalty at work, and lower stress. They have more time to spend with family and it has a direct, positive impact on children's health, development and wellbeing.



A Win for the *Future*

Family-friendly organizations support parenting and early child development, especially from prenatal to age four, when brain development is at its peak and then throughout childhood where our future communities, workforce, families, and economy can become strong and productive.

What Makes a Workplace Policy Family-Friendly?

A family-friendly workplace is one that creates an environment that supports and accommodates the needs of employees with families, allowing them to effectively balance their work and personal lives. Such workplaces understand that employees have responsibilities and commitments beyond their jobs, and they take steps to promote a healthy work-life balance.

Policies in this toolkit fall into five categories:



Wellness

Wellness benefits in the workplace refer to a range of programs, initiatives, and policies that are designed to promote and support the physical, mental, and emotional well-being of employees. These benefits are typically provided by employers as a part of their broader employee benefits package and are aimed at creating a healthier and more productive workforce.



Flexibility

Flexibility benefits in the workplace refer to a range of programs, policies, and practices that allow employees to have greater control and choice over their work arrangements, schedules, and responsibilities. Flexibility benefits contribute to a healthier work-life balance and can improve job satisfaction, employee engagement, and overall well-being.



Economic Stability

Economic stability in the workplace refers to a range of programs, policies, and initiatives that employers implement to help promote financial well-being and stability among their employees. These benefits are designed to address various aspects of an employee's financial life, aiming to reduce financial stress, improve overall financial health, and enhance the employee's sense of security and stability.



Childcare & Family Assistance

Childcare and Family Assistance benefits in the workplace refer to a set of programs, policies, and resources that employers offer to support employees who have family-related responsibilities and obligations. These benefits are designed to help employees balance their work and family life by providing various forms of assistance, both financial and non-financial, to help them manage their caregiving responsibilities more effectively.



Social Connectedness

Social connectedness in the workplace refers to a set of programs, policies, and initiatives designed to foster a sense of belonging, community, and positive relationships among employees. Social connectedness benefits recognize the importance of healthy relationships and a sense of community in promoting overall employee well-being, job satisfaction, and productivity.

Local Policies at Work



Wellness

Wellness benefits can encompass a variety of activities and services, including:

Healthcare Coverage: Providing access to medical, dental, and vision insurance plans to help employees maintain their physical health and receive necessary medical care.

Mental Health Support: Offering resources such as counseling services, employee assistance programs (EAPs), and mental health awareness initiatives to address the psychological well-being of employees.

Wellness Programs: Implementing activities such as fitness classes, yoga sessions, meditation workshops, and weight management programs to encourage physical activity and healthy lifestyle choices.

Work-Life Balance: Promoting flexible work arrangements, paid time off, parental leave, and other policies that allow employees to manage their work and personal lives effectively.

Preventive Care: Encouraging regular health check-ups, vaccinations, and screenings to identify and address potential health issues early on.



Ruby Falls offers medical insurance for eligible team members at no cost to the team member with the option to add a spouse and/or children. The team member may elect to add dental/vision insurance for a low cost; however, Ruby Falls covers the cost of short term disability and life insurance and AD&D coverage.

Did you know?

80% of employees would choose additional benefits over a pay raise.*



Coca-Cola Bottling Company United recently added a \$0 co-pay with Teladoc for mental health services. The company already provided six free counseling sessions through their EAP, but knew that mental health is an important part of their employees' overall well-being.



Flexibility

There are several types of flexibility benefits:

Flexible Work Hours: This involves allowing employees to adjust their start and end times within a certain range, giving them the freedom to accommodate personal obligations or preferences.

Telecommuting or Remote Work: Employees are given the option to work from a location outside the traditional office, often using technology to connect and collaborate with colleagues.

Compressed Workweeks: Employees work their required hours in fewer days, allowing for longer weekends or extended time off during the week.

Phased Retirement: This benefit allows older employees to gradually reduce their work hours or transition to part-time work as they approach retirement age.

Flexible Leave Policies: Providing options for unpaid leave, sabbaticals, or extended time off for personal reasons.

Parental and Caregiver Leave: Paid or unpaid time off for employees to care for newborns, adopted children, or sick family members.

Shift Flexibility: Rotating or alternating shifts to accommodate employees' preferences or personal commitments.

Working parents surveyed by Tennesseans for Quality Early Education considered the following to be *very important motivation to accept a new job offer*:

- 74%** Flexible working days
- 70%** Flexible working hours
- 50%** Work from home option
- 46%** Financial assistance for child-care
- 41%** Child-care center at worksite



Beyond paid time off and paid holidays, A Step Ahead Chattanooga offers "unlimited" paid leave for any reasonable and necessary absence to all employees. There is no limitation to how many hours a person can take under this policy annually. The only limitation is that after 10 consecutive working days of leave, they move to our personal leave policy, which allows for up to 8 weeks of leave at a reduced salary.

Did you know?

Of the 30% of credentialed women who leave the workforce, 70% say they would have stayed if they had access to flexibility.*

*Best Place for Working Parents



Economic Stability

Key components of economic stability benefits may include:

Competitive Compensation: Offering competitive salaries and wages that align with industry standards and reflect the value of employees' skills and contributions.

Retirement Plans: Offering retirement savings options, such as 401(k) plans, pension plans, or other retirement accounts, to help employees save for their future and achieve long-term financial security.

Financial Education and Counseling: Providing resources, workshops, seminars, or one-on-one counseling to help employees better understand personal finance topics, such as budgeting, saving, investing, debt management, and retirement planning.

Employee Assistance Programs (EAPs): Offering confidential support services that address various personal and financial challenges, including counseling, legal advice, and financial planning assistance.

Student Loan Assistance: Providing support or resources to help employees manage and repay their student loans more effectively.

Emergency Funds or Financial Hardship Support: Establishing programs that provide financial assistance or short-term loans to employees facing unexpected financial difficulties.

Tuition Reimbursement: Assisting employees in pursuing further education or skill development by reimbursing a portion of tuition expenses.

HAMILTON COUNTY FAMILY SURVIVAL BUDGET*

\$59,472

\$29.74/HR

ANNUAL HOUSEHOLD INCOME

needed for 2 adults and 2 children to meet survival budget

\$38,592

\$19.30/HR

ANNUAL HOUSEHOLD INCOME

needed for 1 adult and 1 child to meet survival budget

\$64,236

\$32.12/HR

ANNUAL HOUSEHOLD INCOME

needed for 2 adults and 2 children to meet survival budget with childcare

\$41,676

\$20.03/HR

ANNUAL HOUSEHOLD INCOME

needed for 1 adult and 1 child to meet survival budget with childcare

TRUIST

Truist cares for its teammates by investing in learning and skill development, leadership development, benefits, savings programs, and volunteerism. One of the benefits provided to eligible teammates is Truist's Student Debt Program. The program allows teammates to convert up to seven vacation days into a contribution toward their student debt. Teammates continue to make monthly student loan payments, and Truist will make an extra payment on their behalf using the contribution, which saves on principal and interest and reduces the amount of time it takes teammates to pay off their loans.



Childcare & Family Assistance

Childcare benefits typically include:

Subsidized or Discounted Childcare: Some employers may offer financial assistance to employees for childcare expenses, either by providing on-site childcare facilities, partnering with external childcare providers, or offering subsidies or discounts for qualified childcare services.

Paid Parental Leave: Paid time off for new parents, including maternity and paternity leave, to care for their newborn or newly adopted child.

Dependent Care Flexible Spending Accounts (FSAs): These accounts allow employees to set aside pre-tax funds to cover eligible childcare or dependent care expenses.

Emergency Backup Care: Temporary childcare services provided in case of unexpected situations, such as when regular childcare arrangements are unavailable.

Parenting Support Programs: Resources and counseling services to assist employees with parenting challenges, such as workshops, webinars, or access to parenting experts.

Adoption Assistance: Financial support or reimbursement for adoption-related expenses incurred by employees who choose to adopt a child.

Breastfeeding Support: Facilities and policies that support breastfeeding mothers, such as dedicated lactation rooms and flexible break times for pumping.

Elder Care Assistance: Similar to childcare benefits, these may include resources and support for employees who are caring for aging or elderly family members.



First Things First has an open-door policy when it comes to children and families coming to the workplace during work hours. They've created a "playroom" in office with age-appropriate toys, blocks and crayons. This playroom has windows on all sides so parents can keep an eye on their children as needed. They also have stocked changing tables in their restrooms and kid-friendly snacks in their shared kitchen space and allow parents the flexibility to work remotely or shift their "on the clock" hours as needed.



Children's Advocacy Center has an innovative parental leave policy that has up to three stages. This includes six fully paid weeks of bonding time, another six weeks of adjustment time when the employee comes back to the office, and another six weeks if needed for medical recovery. This time applies if the employee gives birth, their partner does or if a child is welcomed via surrogate or adoption.



Social Connectedness

Key components of social connectedness benefits may include:

Employee Resource Groups (ERGs) or Affinity Groups: These are employee-led groups based on shared identities, interests, or backgrounds.

Team Building Activities: Organizing team-building events, workshops, or retreats that encourage collaboration, communication, and relationship-building among employees.

Open Communication Channels: Creating platforms for open and transparent communication where employees can share ideas, concerns, and feedback.

Recognition and Appreciation: Implementing systems to acknowledge and appreciate employees' contributions, achievements, and milestones, creating a culture of recognition and positivity.

Workplace Social Events: Hosting social gatherings, celebrations, or themed events to provide opportunities for employees to interact and build relationships in a relaxed setting.

Inclusive Workspaces: Designing work environments that encourage interaction, collaboration, and casual conversations, such as communal break areas, comfortable seating, and open office layouts.

Employee Surveys and Feedback: Regularly seeking input from employees about their social interactions and feelings of connectedness, and using this feedback to inform improvements.

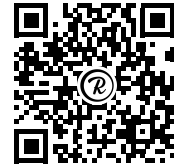


Tennessee Valley Federal Credit Union (TVFCU) hosts free after-hours events for employees and their families including zoo visits and baseball games. These family-friendly events allow employees to spend quality time with their families and co-workers outside of work at no cost to them.

A lack of social connectivity at work drives high and costly attrition and burnout and leads to reduced well-being, performance, engagement, and productivity across your workforce.

*Employees surveyed with *low* social connection experience:





UNITEDWAYCHA.ORG/
WORKINGFAMILIES

Where do I start?

Assessment and Analysis:

- Evaluate your current policies by taking the assessment at bestplace4workingparents.com
- Gather data: Collect information on employee turnover, absenteeism, and feedback to identify pain points and areas for improvement.
- Benchmark: Compare your policies with industry standards and best practices to see where you stand.

Employee Feedback:

- Conduct surveys or focus groups: Gather insights from employees about their needs, challenges, and suggestions for family-friendly policies.
- Open-door policy: Encourage open communication and create a safe space for employees to share their thoughts and concerns.

Research and Ideas:

- By referencing this guide and other resources shared at unitedwaycha.org/workingfamilies you can decipher low-cost practices and policies that work for your organization.

Policy Development:

- Create a family-friendly policy committee: Involve representatives from various departments to collaborate on policy development.
- Draft policies: Develop clear and comprehensive family-friendly policies, outlining eligibility criteria, procedures, and benefits.
- Review legal and compliance aspects: Ensure your policies adhere to labor laws and regulations in your jurisdiction.

Community Engagement:

- Join family-friendly networks: Connect with us by filling out our form at unitedwaycha.org/workingfamilies
- Employee resource groups: Establish internal employee groups that advocate for family-friendly policies and organize events.
- Share success stories: Highlight employees who have benefited from family-friendly policies to inspire others.

Implementation and Communication:

- Train managers: Educate supervisors on how to support and manage employees with family-related needs.
- Clear communication: Ensure all employees are aware of the new policies, how to access them, and whom to contact for assistance.
- Monitor and adjust: Continuously assess the effectiveness of your policies and make adjustments based on feedback and evolving needs.

Remember, creating a family-friendly work environment requires ongoing commitment and adaptability. By taking these steps, you'll be on your way to fostering a supportive workplace that values the well-being of employees and their families.



Amanda Johns
VP, Talent -
Human Resources &
Administration
TVA

“The talent marketplace has changed significantly over the years and now more than ever employers are realizing that being family-friendly is a competitive advantage. The importance of providing working parents with flexible schedules, strong benefits and the community support they need is vital to create a culture of inclusion and belonging. Enacting family-friendly policies and ensuring working parents are able to be successful both at home and at work allows us to attract talent in all stages of life.”

Corporate Philanthropy

Offering employees convenient and meaningful ways to be philanthropic at work increases engagement, retention, and overall job satisfaction. Choosing a community partnership is a crucial decision that can impact employee engagement. When you choose United Way, we can ensure that your dollars are creating the most impact. Plus, you'll get help and resources along the way!



Increases passion for the work



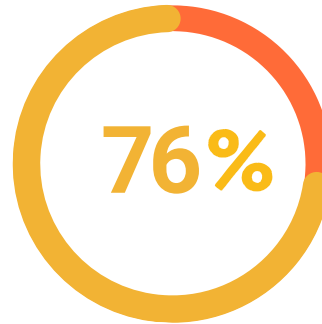
Creates brand and mission alignment



Increase participation rates and engagement



Drives Community Change



76% of Millennials consider a company's social commitments when deciding where to work.

POWER OF CORPORATE CAMPAIGNS

In 2022, we raised nearly \$5,000,000 through workplace giving.



THREE WAYS TO GIVE:



GIVE, ADVOCATE, VOLUNTEER

Every year, we're invited into nearly 300 local workplaces to craft unique engagement plans with the community on how to give back in meaningful ways. You have an opportunity to give with United Way year-round with your time and resources.

Hear from **Our Partners**



Chris McKee,
President and COO of McKee Foods
and 2022 Campaign Chair

United Way provides thoughtful leadership and transformational funding to solve root problems in our community. In 2022, they awarded \$4.4M to partner agencies. The challenge is, there was \$12M of deserving requests. This gap between resources and need is where you and your organization can make a difference for our community. Partnering with United Way goes beyond just making a payroll deduction. I'm seeing younger workers especially interested in getting involved themselves and working to support local causes and programs beyond just workplace giving.



Dionne R. Jenkins
Vice President, Corporate Engagement
at Tennessee Valley Federal Credit Union
and 2023 Campaign Chair

Showing up is important, but it's not always enough. Truly engaging with your community is asking how you can help. Chattanooga is a beautiful place with such generous people, and I am honored to be in the position to affect real change with the United Way team.



Reach out to info@uwchatt.org to get connected today!



VOLUNTEER

Volunteer to Make a Difference

Volunteering with United Way provides individuals with the opportunity to make a positive impact on their local communities by contributing their time, skills, and energy to support various programs and initiatives that address critical social issues. United Way collaborates with volunteers to address challenges related to education, financial stability, health, and basic needs, helping to create stronger, more vibrant communities.

"By fostering employee productivity, improving employee engagement, and deepening a company's ties to the communities that they serve, corporate volunteering can unlock substantial intangible value for companies."

-Harvard Business Review



Promotes health and wellbeing



Connects teams



Creates more positive work attitudes



Retains employees



Creates leadership opportunities



Improves corporate reputation and social commitment

And more!

DID YOU KNOW?

In 2022, we partnered with local businesses to deploy over 1,000 volunteers across our community



iHelp

Our volunteer projects platform

**1,000+ VIEWS PER MONTH
OPERATES YEAR-ROUND**



VOLUNTEER



DAY OF CARING



Day of Caring is our largest city-wide volunteering event of the year. Local businesses can sign employee teams up for a volunteer project with one of our nonprofit partners to support collective community impact.

SIGN UP TODAY!



**J.Ed. Marston,
VP, Strategic Communications
EPB**

EPB's mission to enhance quality of life in our community aligns perfectly with United Way of Greater Chattanooga's work to connect people and resources. Our team has been proud to volunteer and provide support for United Way's efforts to assist neighbors in need. This fall, about 200 EPB and TVA volunteers commemorated United Way's 100th anniversary during Impact Days by distributing LED bulb kits to 1,000 families in need to help lower their energy costs. EPB and TVA are also proud to support the Bridge Fund to help our neighbors who have trouble paying for essentials like utilities, rent and food. We appreciate United Way's collaboration to find opportunities for engagement that enrich our community.

"In the nonprofit sector, we don't always have the resources to do everything we'd like to do. The tasks that we got done during Day of Caring would've cost us thousands. That is money we can now put toward growing our services and providing for more children and their families."

**Emily Barrow
Chambliss Center for Children**

WHERE TO START

Our volunteerism team is well connected and ready to help you create a fully customized plan to make an impact according to your goals and needs. Volunteer projects can be as small or big as you want and can be in person or virtual!



VISIT IHELP VOLUNTEER PLATFORM

Visit our volunteer projects platform to stay connected to the latest volunteer opportunities available from our nonprofit partners.

JOIN AN ENGAGEMENT GROUP

EMERGING LEADERS

A diverse network of passionate, young professionals between ages 21-40 taking collaborative action in philanthropy, volunteerism and leadership.

WOMEN UNITED

If women aren't thriving, the whole community suffers. Women United seeks to educate, collaborate with, and empower the women in our communities to help families reach their full potential.

NONPROFIT CIRCLES

We believe that it takes a village to deepen and advance our collective impact. Circles are a way for nonprofit leaders to gain insight, share frustrations or concerns, learn together, and ultimately get support from one another across the sector.



Reach out to info@uwchatt.org to get connected today!





WE'D LOVE TO HEAR FROM YOU

Connect with us on social media and receive our emails to stay informed on what's happening in the community and how you can get involved.

We win together when we LIVE UNITED.



@unitedwaycha

[UnitedWayCha.org](https://www.UnitedWayCha.org)

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