

EVERYTHING YOU NEED TO KNOW ABOUT GETTING
YOUR COMPANY INVOLVED WITH GOOD DEEDS DAY



Made with Goodness

WHAT IS GOOD DEEDS DAY?



Good Deeds Day (GDD) is a global day that unites people from more than 100 countries to do good deeds for the benefit of others and the planet.

Since 2007, millions of people from thousands of communities, organizations, and businesses join together every year to volunteer and do good.

Good Deeds Day offers **companies** an opportunity to engage their employees to take part in this global day of doing good.



Here's what included:

- Why Should Your Company Get Involved in Good Deeds Day?
- Have happier employees and customers
- Be part of something big - really big!
- Growing Global Network
- Ready to join GOOD DEEDS DAY? We hope so!
- How can your company take part?
- Doing Good Outside of the Office
- Doing Good Inside of the Office
- Doing Good for your Clients
- Company Case Study #1 - Gilad Satellite Networks
- Company Case Study #2- Viva Energy Australia
- Company Case Study #3- Samsung Electronics

Why Your Company Should Get Involved with GDD

**Receive local and
global recognition
for your company's
impact**

**Gain access to
global networks
for partnerships**

**Simple to join.
Browse ideas, sign
up, and receive
supportive materials**

**Gain access to
Good Deeds Day's
extensive
resources**

**Join the "Doing Good"
collective while
personalizing
your impact according
to your company's
interests**

WHY YOUR COMPANY SHOULD GET INVOLVED WITH GDD



Have happier employees and customers



Be a part of something big- really big!



Join a growing global network of Do-Gooder companies

HAVE HAPPIER EMPLOYEES AND CUSTOMERS

BOOST YOUR BRAND IMAGE



70%

of consumers would recommend a brand with a social purpose over one without

Social Purpose Institute

RAISE EMPLOYEE MORALE



89%

of employees believe that companies who sponsor volunteer activities offer a better overall working environment.

Deloitte Volunteerism Survey

HAVE HAPPIER EMPLOYEES AND CUSTOMERS

IMPROVE YOUR EMPLOYEE RETENTION

Volunteerism...



ENHANCE YOUR EMPLOYEE'S SKILL SETS

“92% of surveyed corporate human resources executives agree that contributing business skills and expertise to a nonprofit can be an effective way to improve employees’ leadership and broader professional skill sets.”

Deloitte Volunteer IMPACT Study

BE PART OF SOMETHING BIG - REALLY BIG!

CELEBRITY ATTENTION



adriangrenier Learn to appreciate subtle flavors and variety of foods, not just salty, sweet and fried. #foodcitizens @mkclassroom #gooddeedsday

NATIONAL NEWS



Good Deeds Day to Ring The Nasdaq Stock Market Closing Bell

March 12, 2015 10:00 ET | Source: Nasdaq, Inc.

ADVISORY, Mar. 12, 2015 (GLOBE NEWSWIRE) --

What:

Good Deeds Day, an annual celebration of good deeds, will visit the Nasdaq MarketSite in Times Square. This year more than 900,000 people all over the world, in more than 50 countries worldwide will volunteer to do a good deed.

For the second consecutive year, David Arison, son of Good Deeds Day initiator, businesswoman and philanthropist Shari Arison, will ring the Closing Bell and send out a call to action to the international business community, enhancing its involvement in society and promoting cross-sectoral partnerships.

Where:

Nasdaq MarketSite - 4 Times Square - 43rd & Broadway - Broadcast Studio

When:

Friday, March 13, 2015 - 3:45 p.m. to 4:00 p.m. ET



LOCAL NEWS



#HoyMismo #Honduras | En Porque Nos Importa: "Buenas Acciones Honduras", un ejemplo a seguir por el bien del país. COMPLETA:

A GROWING GLOBAL NETWORK

Join the companies around the world participating in GDD

For their 35th anniversary, Amdocs employees performed 35,000 hours of service, hosting 358 projects in communities all around the world.



“Samsung Electronics’ participation in Good Deeds Day is intended to create a multiplying effect for volunteer work in the area, improving the situation through the positive contributions of our corporate volunteers in the communities of our countries”- Nicole Orillac, manager of Corporate Citizenship for Samsung Electronics Latin America.

SAMSUNG

300 employees of Calvin Klein and Tommy Hilfiger volunteered in Costa Rica to collect food alongside local non-profit organization who helps children in social danger.





READY TO JOIN Good Deeds Day? We hope so!

SIGN UP to join the global network of GDD
companies

or

Keep going to get inspired
by great Good Deeds Day event ideas.



HOW CAN YOUR COMPANY TAKE PART?



Organize a project
Outside of your Office



Do Good Deeds
Inside the Office



Do Good Deeds
for your **Clients**

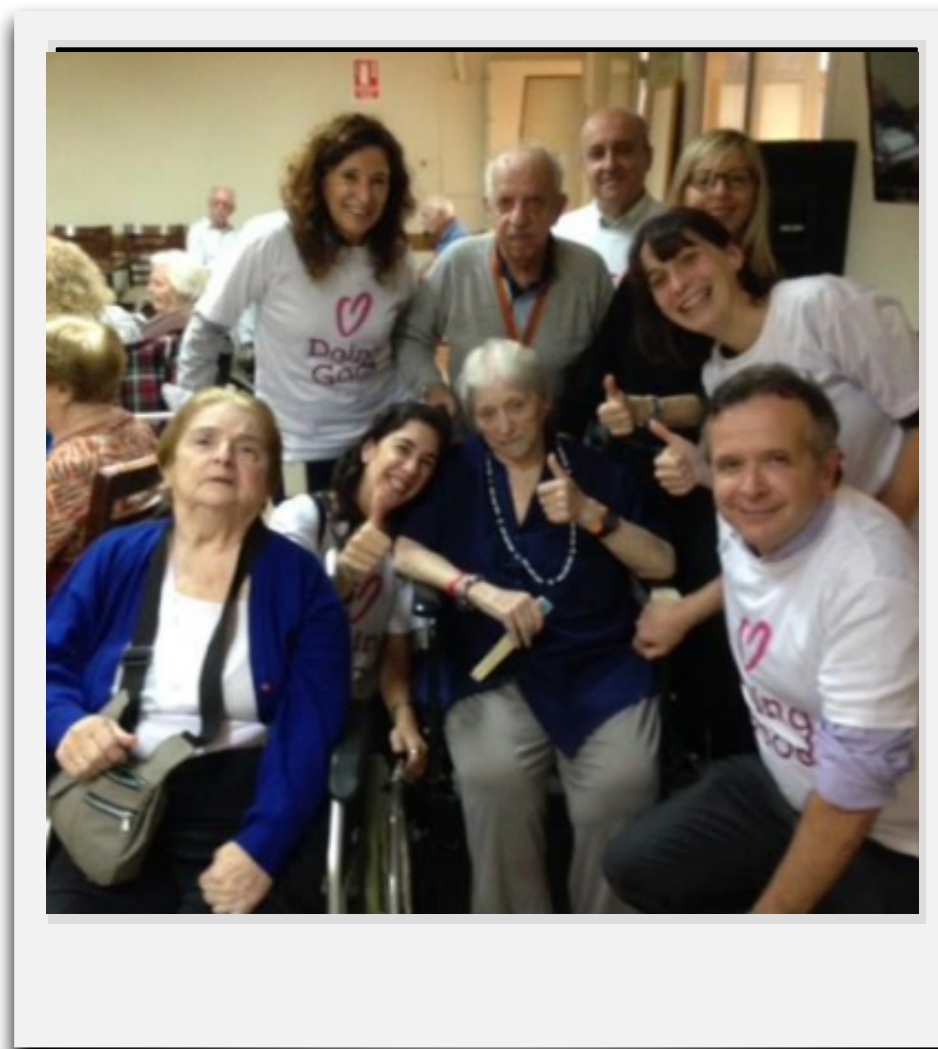
DOING GOOD **OUTSIDE** THE OFFICE

Get out of the office and into the community to create positive impact!

You might consider partnering with a local non-profit organization



Gilat Satellite Networks, Russia
Painting Wall Mural



BHI, Uruguay
Arts and Crafts with the elderly



ADO Properties Company, Germany
Event for children of with the Arche Charity

DOING GOOD **INSIDE** THE OFFICE

There are many things you can do without having to leave the office...



Collect clothing, products, food or toys for donation



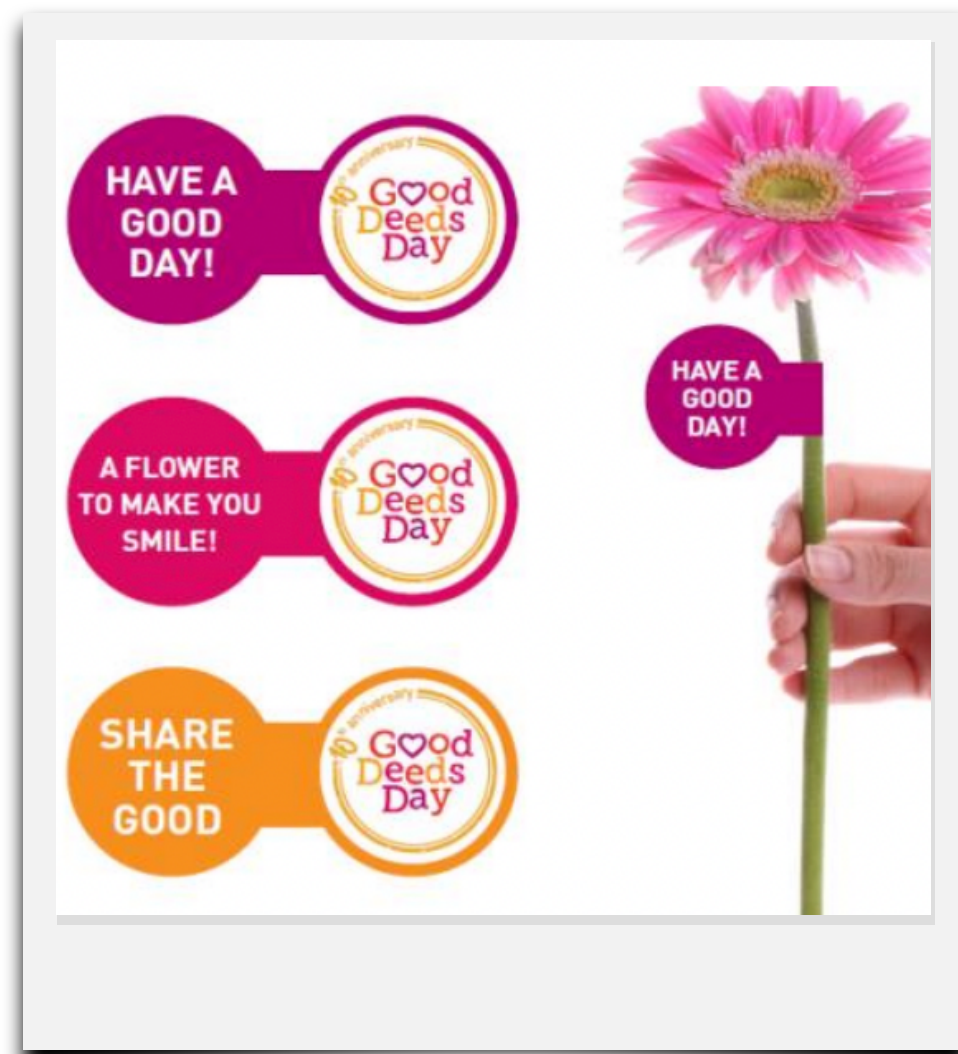
Order and as a team build 'soap saves lives' boxes from Clean The World



Organize a 'Give & Take' market

DOING GOOD FOR YOUR CLIENTS

Gestures big or small can go a long way in making your clients happy



Pass out a flower or candy and attach a positive message



Print scratch cards with fun Good Deeds Day ideas



Leave cards in lobbies and encourage people to write a friendly note to someone

COMPANY CASE STUDY #1: *GILAT SATELLITE NETWORKS*



GILAT REQUESTED THAT EACH BRANCH OFFERED AN ACTIVITY FOR GOOD DEEDS DAY

Gilat's employees led the project process with every branch holding brainstorm sessions to select a few activities that the local employees were passionate about. When possible, the branches partnered with a local nonprofit.

90% of the branches around the world got involved

Employee participation was optional

50% of the employee from Headquarters took part

“ Gilat Moldova visited an Orphanage for disabled men from Orhei...the boys were expecting us with hope and interest, as not many volunteers visit them often. Some of us decided to visit the asylum again. But a thing is true for sure - that was an unforgettable experience for everyone.”
- On behalf of the team, Cristina Bondarenco + Vera Hramco

COMPANY CASE STUDY #2: VIVA ENERGY AUSTRALIA



EVERY YEAR SINCE 2016 VIVA ENERGY HAS EXTENDED GOOD DEEDS TO A WHOLE WEEK

“It is wonderful to watch our employees embrace this global initiative and watch it grow year on year. Our employees really value the time to connect and do good within their local community.” -CEO, Scott Wyatt

2016: Good Deeds WEEK begins

Viva Energy Australia extends Good Deeds Day to a full week. **+50% of their workforce** participated (650+ people) volunteering a collective **450 hours**. To name a few activities they participated in:

- Red Cross Blood Bank Donations
- Mentored youth to get them job-ready
- Made packs for Camp Quality, White Ribbon, and the Pyjama Foundation
- Collected perishable food, clothes, and toiletries for a number of organizations

2019 Good Deeds Week: 1000+ Good Deeds

70% of their workforce (843 employees) completed **1018 Good Deeds**. The Team raised \$11,000 which was matched by Viva Energy, resulting in \$22,000+ given to a range of community partners. Just a few of the things employees did during Good Deeds Week 2019:

- Collectively walked 160km along the Great Ocean Road raising \$9580
- Collected 100kg of cereal for the Geelong Food Relief
- Made 60 birthday cards for the Council for Aboriginal Alcohol Services
- Knitted blankets for the homeless
- Assisted Coastal Care with dune restoration
- Donated blood and plasma
- Through Headspace, mentored young people to get them job-ready
- Repaired bicycles for a local Geelong charity

COMPANY CASE STUDY #3: *SAMSUNG ELECTRONICS*



12 murals, 11 countries, 218 volunteers

Samsung Electronics partners with **Glasswing International**, a non-profit organization that addresses the root cause of poverty and violence come together to paint 12 murals in 11 countries.



Goal

To connect their communities regardless of race, language and culture with an educational and interactive mural

Team Outcomes

- Samsung employees become “Ambassadors of a Cause”
- Team building experience
- Skills development
- Boosted employee engagement
- Teams connected around a shared common goals regardless of their physical distance



OUR TEAM IS HERE TO HELP!

Interested in personalized help building a project for your company to contribute to GDD?

We offer a paid consulting service to design your company's unified global volunteering program.

You can reach us at info@good-deeds-day.org

**We hope you'll
join us in creating
global goodness**