

ASA Member Corporate Social Responsibility Case Study

“Community Development Program”

Winter, Wyman Cos.

Small business (<\$15 million in annual sales)

Purpose

Winter, Wyman’s “Community Development Program” serves the purpose of taking ownership of the morale of the company, recognizing that our reputation is our product, and trying to bring out the best in each other as we meet our moral obligation to give back to those who are less fortunate.

Scope

The scope of the program is companywide. We service the New England and metropolitan New York markets.

Activities

A community development manager oversees all volunteer services, activities, and donations. More than 75% of employees participate in company-sponsored community service activities during work hours and personal time. Our volunteer efforts have totaled 709 hours. Highlights of our activities:

- A weekly summer program of reading to young children and distributing free books via the ReadBoston Storymobile
- Regularly scheduled visits to serve lunch at a sanctuary for poor and homeless women
- A monthly birthday party for children living in a local homeless shelter, including wrapping and distributing presents, serving cake and snacks, organizing games and crafts, and taking photos
- Participation in 62 community development events
- Held six drives for clothing and holiday presents
- Awarded four education grants

Results and benefits

Employees in 2007 voted to forgo their annual holiday party and instead donate \$20,000 to fund the launch of an art, music, and movement experience at The Home for Little Wanderers’

Parents' Center at Saltonstall House. The Home for Little Wanderers, a Boston-based private child and family services agency, was chosen from several proposals submitted by area non-profit organizations and voted on by employees.

Media coverage has included articles in the Waltham, MA *Daily News Tribune* and on the Monster.com Web site.

Lessons learned

Besides helping to give back to our community, volunteer efforts have been an excellent way for employees to partner cross-divisionally and work in team environments outside of their usual groups.