



BGCBigs and All In For Youth Partners Employee Engagement Proposal

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Employee Engagement Strategy



Employee engagement is the extent to which employees feel passionate about their jobs, are committed to the organization, and put discretionary effort into their work.

The Employer-Employee relationship has changed over the course of the years with the differing priorities within generations. Studies have shown that more than 70 percent of Millennials expect their employers to focus on societal or mission-driven problems; provide opportunities for personal creativity to be utilized as well as leadership and development opportunities for advancement.

Employee Engagement and Retention strategies are not only important to organizations to build leadership from within and succession plans but also to create a civic engagement strategy in which they are directly contributing to the communities in which they live and work. A strategic approach will help to improve overall employee engagement and create an irresistible organization for prospective employees.

Many Corporations have begun to look at Youth Mentorship as a way to contribute to Employee leadership skill development, employee retention and morale while also positively impacting the community.

Youth Mentorship: Organizational Benefits

Benefits to your business:

- Increased brand appeal as a good corporate citizen;
- Improved customer perception of your brand;
- Improved employee morale through team-building;
- Improved employee productivity, job satisfaction, and retention;
- Improved employee skill development in the areas of communication, time management, leadership, and people skills;
- Improved work/life balance as employees contribute to causes that are important to them;
- Employees act as positive role models and ambassadors for the business;
- Make connections that could develop into future business and workforce opportunities.

Benefits to your employees:

- Improved employee performance, morale, and well-being;
- Improved skill development in the areas of communications, time management, leadership and people skills;
- Increased recognition of employee role as positive role model and ambassador for your business;
- Improved work/life balance as employees contribute to causes that are important to them.

Benefits of Employee Mentoring:

- Why might you take on a Corporate Mentoring Program with youth?
It turns out that the benefits are far-reaching to your employees, to your community and customer base, and to your brand and reputation in the community.

What is Mentoring?

Mentorship refers to a personal developmental relationship in which a more experienced or more knowledgeable person helps a less experienced or less knowledgeable person.



Mentoring 101

What is a mentor? A mentor is a caring adult who provides support, advice, and friendship to help nurture youth through their challenges. More importantly, a mentor is a confidant who volunteers to spend time with a child and act as a positive role model in their life. The goal is to help youth realize their potential, achieve their educational goals, and contribute to their community.

What volunteer opportunities exist? Mentoring takes many forms, while time commitments vary, it is consistency – not frequency – that is most important.

Impact:

The impact of mentoring Research indicates that children with a positive adult influence in their lives are:

- 48% less likely to have behaviour problems in school;
- 34% less likely to allow themselves to be bullied or victimized;
- 2 times more likely to high academic performance;
- 2.5 times more likely to participate in extracurricular school activities.
- What's more, Boys with a male adult mentor in their lives are twice as likely to believe school is fun and that doing well academically is important.

Every dollar invested in mentoring returns \$18 to society (one-on-one community based mentoring).

3 Strategies for Employee Engagement:

Determine the level of fit for your Employee Engagement Strategy based on your business goals and priorities.



Determine the type of Employee Engagement through:

- **Communication Partner-** Communicating a variety of Volunteer Opportunities to employees
 - Bigs In Community
 - Bigs In School
 - Bigs In Club
 - Corporate Bigs

- **Site-Based Mentoring Program-** Launching the Corporate Mentoring Program as a corporate initiative
 - Corporate (Bigs) Site Mentoring
 - Supportive of staff time to mentor
 - Place on site to host activities between mentors and children
 - Insurance that would cover having children on site
 - School Site Mentoring
 - Supportive of staff time to travel to a local school affiliated with Boys and Girls Clubs Big Brothers Big Sisters

- **Special Events Partner-** Providing team building opportunities to employees such as days of caring initiatives with BGC Bigs
 - **Fund Raising Events Examples:** Casino's; Golf Tournament; Oilers 50/50's; Third Party Fundraisers
 - **Service Delivery Events:** Annual Agency Summer Picnic; Annual Agency Holiday Party
 - **Clubs/ Schools:** Meal Preparation; Holiday Decorating; Taking part in Programming or Program Delivery
 - **Other:** Please speak to agency Staff

The statistics below may help you decide your desired level of involvement:

- Employees who could change their work hours or reduce their workloads—the most common type of support— reported a higher median number of volunteer hours (75 hours) compared with those who did not receive this type of support (40 hours).
- Volunteers whose employers provided facilities and equipment gave a median of 60 hours, compared with 46 hours for those without this type of help.
- Similarly, employees who were recognized for their volunteering or were given a letter of thanks reported volunteering more time than those who were not (a median of 60 hours versus 48 hours).

- Paid time off for volunteers was associated with a median of 55 hours of volunteering—about 5 hours more than the median for volunteers without paid time off.

Here is how Boys and Girls Clubs Big Brothers Big Sisters will help:

- We will provide program recruitment materials with messaging
- We will facilitate enrollment of volunteers at worksites or online at www.bgcbigs.ca
- We will interview, train and support volunteers at the worksite.
- We will identify the school or children for the mentoring program.
- We will provide ideas or activities that can be done on site.

Next Steps:

- Set-up a conversation between the two organizations to determine the preferred Employee Engagement Strategy and Establish timelines for program launch in 2018.
- Determine Program Champions, define their roles and develop timelines for rollout
- See Examples on Pages 6 to 10 that can be customized along with specific messaging

Identify Program Champions

A great champion can inspire employees to rally behind an initiative and do great things. Get your Corporate Mentoring Program off to a great start by designating the individual(s) that will engage employees, promote mentoring opportunities, and liaise with your mentoring organization partner.



What is a Mentoring Program Champion?

Champions might be opinion leaders who are influential in the organization, and they may choose to serve in this role because of their:

- Position within the organization
- Personal commitment to mentoring
- Personal interest in supporting children and youth in the community
- Leadership experience
- Interest in leadership and skill development

Sample Timeline to Recruit Employee Mentors:

Timelines	Activity	Materials
Generate Interest		
Week 1 of 6	Mentoring Program Champions Advertise the Corporate Mentoring program through posters and informal conversation	Key Messaging Posters
Week 2/3 of 6	Mentoring Program Champions use internal communication channels (e.g.: meetings, emails, newsletter etc.) to invite employees to an information session regarding the Corporate Mentoring Program	Info Session Announcement
	Whenever possible, Champions and the mentoring organization work to organize social events where employees can meet face to face with mentors and mentees.	
	Champions make presentations at staff meetings and personally invite employees to attend information sessions.	
Co-Host Information Session		
Week 4 of 6	Mentoring Program Champions and the mentoring organization co-host an information session with employees, sharing information about the Corporate Mentoring Program.	Presentation Brochures
Sign-Up Mentors		
Week 5 of 6	Mentoring Program Champions follow-up with employees to distribute info session handouts electronically and encourage mentor sign-up.	Follow-up Emails Application Form
Week 6 of 6	Mentoring Program Champions collect mentor application forms and submit them to the mentoring organization.	

Sample: Key Messaging Talking about the Corporate Mentoring Partnership



Invite employees to attend your information session on the Corporate Mentoring Program. The content can be copied and edited to fit your communication needs.

Our Company Invests in Community and Employee Well-Being

- Our company is committed to giving back to the community.
- We want our employees to get involved and help us make a difference in the lives of kids.
- In partnership with a local mentoring organization, our company supports mentorship opportunities that match employees with kids in need.

The Benefits of Mentoring to Kids

- Mentoring gives children and youth a positive role model that provides support, advice, and friendship.
- Research tells us that children with a positive adult influence (mentor) in their lives are:
 - more likely to achieve high academic performance more likely to participate in extracurricular school activities
 - less likely to have behaviour problems in school
 - less likely to be bullied or victimized

The Benefits of Mentoring to Employees

- Thanks to our company's Corporate Mentoring Program:
 - Employees can improved work/life balance by contribute to causes that are important to them. Mentors develop their communication, time management, leadership, and people skills while making a difference in the life of a child.
 - Employees can network with like-minded peers in the company and share mentorship experiences.
 - Employees can feel good about giving back and making a meaningful contribution to the life of a child.

Anyone can be a mentor:

- You do have the time – mentoring can be flexible, the important thing is consistency
- It doesn't take any special skills or talents, simply a commitment to be a caring adult in the life of a child
- We need diversity – people from all walks of life, with all life experiences
- There are kids with all kinds of interests – we can find a match that will work for you
 - The initial commitment is for one year, and is renewable after that

Information Session Announcement Template:

Open a door to new possibilities in your life and your career...

Learn more about our new corporate mentoring partnership and become a mentor to a youth in our community.



Clark Builders is committed to giving back to the community, and we want our employees to get involved and make a lasting difference in the lives of kids. In partnership with BGCBiggs, we will be supporting our employees to volunteer and mentor kids in our community.

Mentoring gives children and youth a positive role model that provides support, advice, and friendship. Research consistently finds that young people who have a stable adult presence in their lives do better: they are less likely to have behaviour problems in school and are more likely to achieve high academic performance.

Anyone (yes that means you) can be a mentor. It doesn't take any special skills or talents, and timing can be flexible as long as it is consistent. All we ask is your commitment to be a caring adult in the life of a child for at least one year.

What's in it for you? Being a mentor adds value to your life as well as to the young person you are supporting. Benefits include:

- Improved work/life balance as you contribute to a cause that is important to you
- Developing your communications, time management, leadership, and people skills
- Network with like-minded peers and share mentoring experiences
- Feel good about giving back and making a meaningful contribution to the life of a child.

Hundreds of children and youth in COMMUNITY can use a mentor, someone just like you. Learn more about the corporate mentoring partnership by attending our information session.

DATE, TIME LOCATION

For questions, connect with our Mentoring Program Champions:

NAME, TITLE EMAIL / PHONE

Follow-up Email Template

Encourage employees to sign up as mentors. The email content should be edited to fit your communication needs.



Subject: Become a Mentor and Change a Life

Thanks for attending the Corporate Mentoring Program information session on DATE.

Hundreds of children and youth in COMMUNITY can use a mentor, someone just like you. It doesn't take any special skills or talents, simply a commitment to be a caring adult in the life of a child for at least one year.

Our company has partnered with BGCBiggs to support employees who volunteer their time to make a difference in the life of a child.

Mentoring a child is an investment in yourself. Through the program, you can expect to:

- Improve work/life balance as you contribute to a cause that is important to you
- Develop your communication, time management, leadership, and people skills
- Network with like-minded peers and share mentoring experiences; and
- Feel good about giving back and making a meaningful contribution to the life of a child.

We know this is a big decision and that you still have many questions. We've attached a few materials to help you decide whether mentoring a child is the right fit for you. Take a look and then feel free to give me a call with any further questions or concerns.

Be a positive role model and help a child realize the potential within. To learn more about the corporate mentoring program or to submit your application, contact NAME, mentoring program champion, at EMAIL.

Mentor applications are due DATE.