



Good. *Celebrated!*

2015 Kansas City Social Impact Benchmark Directory

Photo credits to Dr. Caroline Hexdall.

Dr. Caroline Hexdall is a licensed psychologist in North Carolina, and she is the founder of the Center for Mindful Development, at mindfuldevelopment.com. The Center is dedicated to providing psychological services and mindfulness education to all children, adolescents and families. Dr. Hexdall is also pursuing research at the unexplored intersection between the disciplines of positive psychology and philanthropy. Her current areas of study focus on how the combined dynamic of psychology and philanthropy plays out in families to promote healthy relationships. Dr. Hexdall is also involved in building innovative, research-based tools to celebrate philanthropy in the workplace to build a positive employee culture, which ultimately positively impacts families.

Dr. Hexdall is an avid photographer. “For me,” says Dr. Hexdall, “photography is a visual expression of mindfulness. Taking a photograph means you see the gift of the moment before you, just as it is, without changing it. Photography is a way of honoring each moment for its joyful simplicity. When you stop to recognize the gifts in front of you, you really do see they are abundant.”



Back cover artwork credits to David Gentile.

David Gentile recently retired after heading up Blue Cross and Blue Shield of Kansas City as its president and chief executive officer. A life-long doodler, David recently began exploring his artistic expressions via a number of iPad-based apps. Now, 18 months into working on his projects, his vision has evolved to capture unique yet familiar settings which David says should be part of the fun in our lives. David’s drawings—or “doodles,” as he prefers to say—are all done using his finger rather than any form of stylist or brush. David’s art ranges from facial expressions to abstract to landscapes to cityscapes.

"I WANT TO WORK FOR AN ORGANIZATION
whose leaders understand that lives are improved by
tapping the power of doing good for others and making me
better at my job, all at the same time."

—Katie M., age 28, software engineer

88% of new job seekers choose employers based on strong
corporate social responsibility values. Getting better
results for everyone—the organization, its employees, and
the community—starts with being human.



Balance Point Corporation



Bank of Blue Valley

Acendas



BNI III



**CORPORATE SOCIAL RESPONSIBILITY—
"DOING GOOD"** — builds a positive employee culture. Why is this? Philanthropy—"a love of humanity involving both the giver and receiver"—embodies emotional energy, storytelling, and universal human respect and understanding. This, in turn, connects people with each other and makes it easier and more productive to do business together.

Core Catalysts



Cretcher Heartland & Power Group



Spring Venture Group

Park University

THE MARKETPLACE DEMANDS "DOING GOOD." Regulatory influences, consumer preferences, governance standards, and sustainability pressures are requiring organizations to pay increasing attention to social responsibility and community impact. Indeed, 86% of employees in their 20s and 30s would consider leaving a job if the company's corporate social responsibility values no longer met their expectations.



Spencer Fane Britt & Browne



Financial Executives International

PG&A Architects

Two West Advisors



COMPANIES WITH THE HIGHEST LEVELS OF EMPLOYEE ENGAGEMENT report increases in business performance, improving an average of 19.2% in operating income, compared with a 32.7% average decline in companies with lower levels of engagement. In 2012, Procter & Gamble's former global marketing officer, Jim Stengel, released the results of a 10-year study of 50,000 brands. This study found that a business built upon ideals outperforms the S&P 500 by four times. Does a culture of employee social impact engagement help the bottom line? Count on it.

McCormick Distilling Co.

ECCO Select

Bank of Kansas City

Missouri Bank

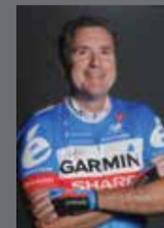


SOCIAL IMPACT ENGAGEMENT IS GAINING MARKETPLACE PROMINENCE as a catalyst to build emotional loyalty with employees. For the more than 90% of Americans who give to charity each year, doing good for others is a big part of what makes life worth living. Positive psychology in the workplace is about supporting the human qualities that not only make life worth living, but also support self esteem and confidence to improve career performance.



Jay Mulligan, Certified Financial Planner

EFL Associates / CBTZ Inc.



Perceptive Software





A CANNED FOOD DRIVE, OR A FAMILY EVENT AT THE ZOO? A 5K, or passing around an envelope to collect cash for a local charity? There's only one way to find out which types of "doing good" activities employees will like best: Ask. Leading organizations regularly gather input from their employees about the causes they care about and the ways they enjoy doing good for others. Empowered by this information, an organization can shape the company's corporate social responsibility program to match the Social Impact Culture preferences of the team.

A strong culture of engagement can reduce staff turnover by 87% and improve performance by 20%.

Blue Cross and Blue Shield of Kansas City
Henderson Engineers

Rubin Brown LLP
Balance Innovations



**TODAY'S SOCIALLY-CONSCIOUS
WORKFORCE DEFINES "DOING GOOD"**

BROADLY—including not only giving to charities, but also volunteering for causes, serving on boards, attending community events, recycling and respecting a sustainable natural environment, marketing favorite nonprofits, donating cans and clothing to people in need, purchasing brands that support a cause, and even sharing with family and friends and caring about their own health and wellness. Nearly 50% of millennials follow between one and five nonprofit organizations on social media.



Worcester Investments

Bank of Prairie Village

University of Missouri-Kansas City

Mainstreet Credit Union

Forte

Sunlighten



STUDIES OF THE EMERGING WORKFORCE, including Deloitte's third annual Millennial Survey of nearly 7,800 Millennials from 28 countries, show that a clear majority of the younger talent base wants to work for companies that are committed to charitable giving, volunteering, and making a positive impact on the bottom line and beyond.

Every organization needs to celebrate its Social Impact Story. How are you celebrating yours?

Avila University



Humana

Ceva Animal Health

Wireless Lifestyle

Veracity Consulting Inc

10 Ways to Do Good

Giving

Contributing money to a charitable organization qualified under Internal Revenue Code Section 501(c)(3). The organization, in turn, uses the money to support people in need, pay for educational and research activities, engage in the arts, or pursue other charitable endeavors.

Sharing

Helping a particular individual or family, or a group of specific people whom you select, especially those who are facing health issues or other challenges. For example, you might add money to a medical fund for a specific co-worker. Or you might prepare a meal for a neighbor who has experienced a loss in the family.

Recycling

Respecting a sustainable and regenerative environment. In the workplace, it means turning off lights, recycling aluminum cans and making an effort to use only recyclable supplies around the office.

Donating

Collecting necessities for people in need, like canned goods or used clothing. Food and clothing drives at the office are a great way for a company and its employees to do good during the holidays, or anytime of year.

Purchasing

Buying products and services that include a charitable element. For example, do you typically buy the brand of pasta that supports food pantries across America? Do you feel good when you know that a person across the world got a new pair of shoes, too, when you bought yours?

Marketing

Telling your workplace colleagues about a favorite cause, whether that's recruiting people to fill a table at a gala or helping your children sell Girl Scout cookies by passing the order form around the office. The idea is that you are promoting a cause to encourage other people to support it, too.

Volunteering

A hands-on contribution of your time to an organized cause or a formal initiative that helps others. Examples of employee volunteering include serving meals in a soup kitchen, sorting clothes in a homeless shelter, helping out at a school, or picking up trash on the side of the road.

Serving

Being a member of a board of directors, committee, or a similar group with responsibility for ensuring that a community or civic purpose is carried out successfully. Many companies celebrate the employees who serve on boards of directors of local nonprofit organizations, join the board of a neighborhood association, joining a steering committee for a school fundraiser, or are part of a civic task force.

Attending

Supporting favorite causes by showing up in person. Employees frequently represent their companies by attending community events—5Ks, galas, auctions and golf tournaments. Sometimes, though, the best celebrations are the informal gatherings, like the impromptu parties in the company break room to honor a colleague's birthday or favorite charity.

Caring

Acting on a commitment to your own physical and mental health and wellness. The reason caring is important is because human beings are much better equipped to help others when they are also taking care of themselves.

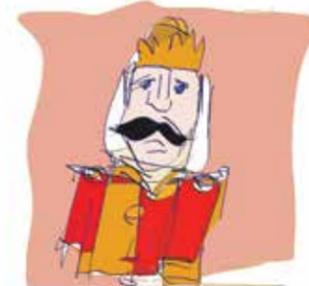
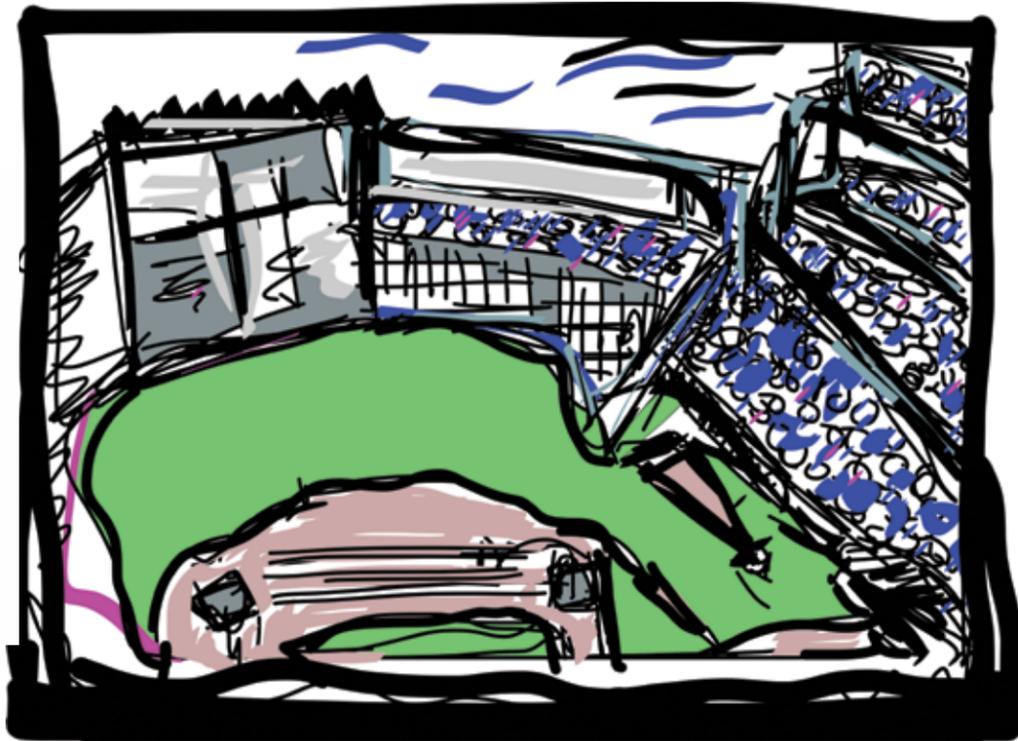
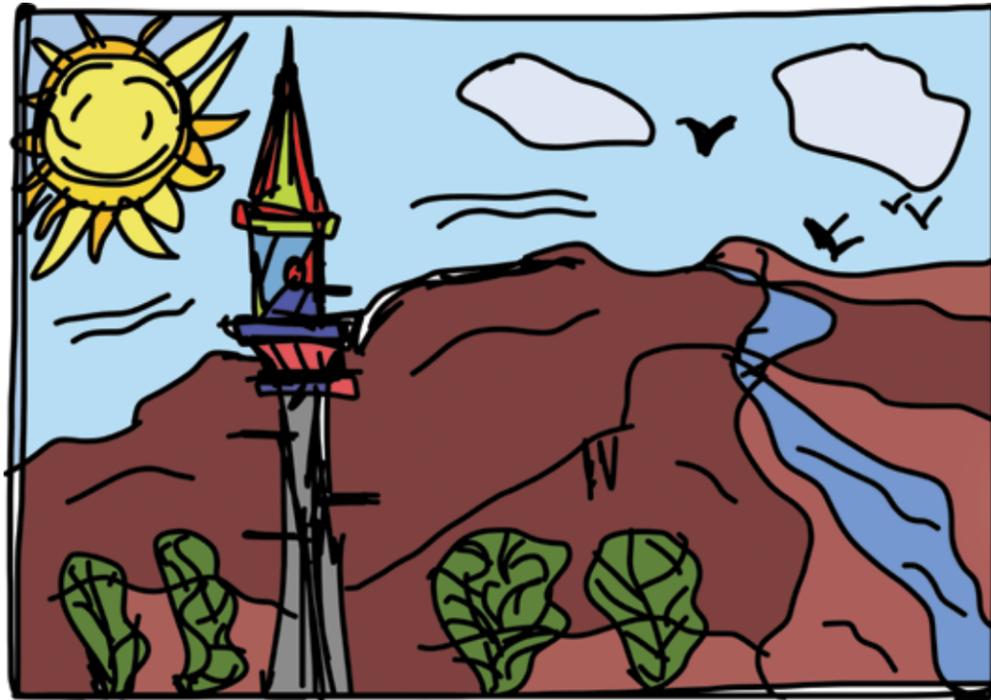
About this publication

- The Social Impact Benchmark is a community initiative offering best practices-based resources for improving employee engagement through the 10 Ways to Do Good. Leaders of the organizations in the Social Impact Benchmark Directory believe that inspiring a Social Impact Culture through the power of "doing good" is a corporate priority that benefits all—the employees, the organization, and the community.
- Empowering the humanity in everyone leads to greater personal success and organizational results. Get involved at socialimpactbenchmark.com.

With gratitude

- The Social Impact Benchmark is powered and inspired by Tensi, the Social Impact Platform, at tensiplatform.com.





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