

# PHILADELPHIA INSURANCE COMPANIES

ENHANCING A CULTURE  
OF VOLUNTEERING

FROM *WeSpire*

# EXECUTIVE SUMMARY

Philadelphia Insurance Companies (PHLY) designs, markets and underwrites Commercial Property/Casual and Professional Liability insurance products, incorporating value-added coverages and services for select industries.

PHLY uses the WeSpire platform primarily to engage its employees in its employee volunteer program, named **TEAMP<sup>H</sup>LY ACTS**, which stands for Action, Commitment, Teamwork, and Sustainability. The program encourages employees to enhance the communities where they live and work through volunteering.

# BACKGROUND

PHLY has a strong corporate culture around volunteering and giving back to local communities. In fact, every full-time, limited full-time, and part-time employee is provided with 7.5 hours of paid time off (PTO) annually to participate in PHLY's volunteer opportunities or personal volunteering. In 2016, the company set a goal to have forty percent of employees achieve a minimum of 7.5 hours of volunteering, and to increase overall levels of employee volunteering.

In order to effectively track the progress towards its goal, the PHLY Corporate Social Responsibility (CSR) team needed to upgrade their systems from static spreadsheets and a time-keeping system that was not intended to track volunteering, to a responsive, online platform. As they began the search for a new tool, they wanted a platform that would track volunteer hours as well as increase participation in

**TEAMP<sup>H</sup>LY ACTS**, provide a social hub for employee volunteering, and more effectively engage employees in company-wide initiatives. PHLY's CSR team found the WeSpire platform to be the most comprehensive and tactful solution in helping them achieve their goals.

## About PHL Y



**PHILADELPHIA**  
INSURANCE COMPANIES

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Location:  
**Philadelphia, PA**



Employees:  
**2,000**



Industry:  
**Insurance**



Use Case:  
**Employee Volunteer Program**

# RESULTS



**44%** increase in total volunteer hours logged from 2015 to 2016



**15%** increase in employees who volunteered a minimum of 7.5 hours



**34%** increase in employees who volunteered from 2015 to 2016



**72%** of PHLI's employees volunteered at least one hour in 2016



**25,860**

volunteer hours logged on the WeSpire platform

**102**

volunteer events hosted on the WeSpire platform

**#1**

The highest program adoption rate of any WeSpire customer to date

# ELEMENTS OF SUCCESS

## Effective Training

Although PHL Y already had a strong culture of volunteering, the CSR team knew that introducing a new technology tool would require change management. In order to increase their chances of success with the WeSpire platform, the PHL Y CSR team led a special project team that included staff from human resources, corporate communications and IT to manage all aspects of the WeSpire implementation.

The CSR Team worked with the training and development team in the HR department to develop a 30-minute webinar to teach employees how to use the WeSpire platform to sign up for local volunteer events and log hours for personal volunteering. This live webinar was put on five times

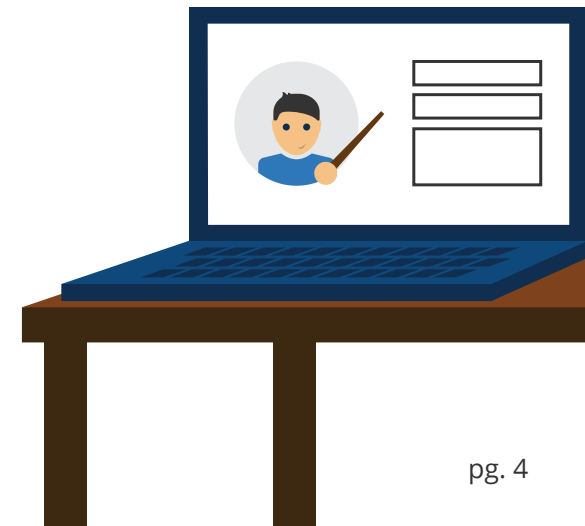
in the first two weeks that the WeSpire platform was available. Giving employees multiple opportunities to view the webinar, rather than just having a one-time viewing, allowed employees to find a time that fit their schedule.

Using general training resources provided by the WeSpire team, the CSR team at PHL Y was also able to create several job aids for employees to walk them through the platform's onboarding process and provide step-by-step instructions on how to sign-up for volunteer events and record personal volunteer hours on the WeSpire platform. These job aids were saved as PDFs and are available to all employees on the TEAMPHLY page of PHL Y's Intranet.

Additionally, the CSR Team laid a foundation for success by working with the corporate communications team to develop a robust communication plan that utilized multiple communication channels. A series of emails were sent to the company announcing the platform, advising employees to sign up for the webinars, and encouraging employees to sign up for their first volunteer event through the WeSpire platform.

The IT team worked with the WeSpire engineering team to set up Single Sign-On (SSO) access for PHL Y employees using the platform on the company network. Allowing for SSO increases security while making it easier for employees to log into the platform as it does not require a separate username and password.

The WeSpire engineering team also worked with PHL Y's human resources information systems (HRIS) team to import all volunteering hours that had been logged in the first half of the year prior to the WeSpire launch. Identifying a solution to import these hours in TEAMPHLY ACTS was critical to ease the transition for PHL Y employees as the import meant it was not necessary for employees to re-log these hours on the WeSpire platform.



# ELEMENTS OF SUCCESS

## Boots on the Ground (TEAMPHLY ACTS Admins)

PHLY's headquarters is located just outside of Philadelphia in Bala Cynwyd, PA, however the majority of PHLY's workforce is spread across more than 50 regional and field offices in the US. Given the way the business is organized, the CSR team felt it was important to have representatives from each region who could help to manage the volunteer program at the local level. The CSR team created a group called **TEAMPHLY ACTS Admins**, who were chosen from each region's existing Employee Advisory Committee (EAC). EACs in each region are responsible for planning events in the region, including volunteer and fundraising events, as well as identifying opportunities for business process improvements that can benefit all employees.

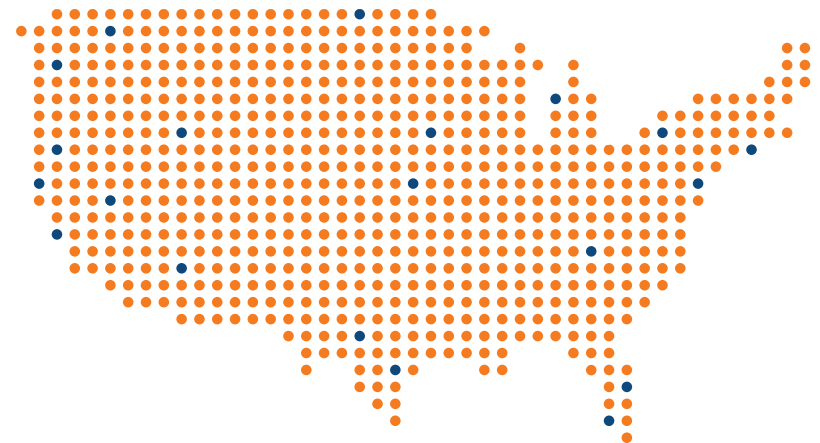
In addition to the training materials created for employees, the PHLY CSR team dedicated time and resources to fully equip the **TEAMPHLY ACTS Admins** with the necessary training to coordinate volunteer events in their region, and be able to run them on the WeSpire platform.

**TEAMPHLY ACTS Admins** were given useful materials such as job aids for creating events, editing registrant lists, and running reports. Additionally, all **TEAMPHLY ACTS Admins** participated in a webinar training that included a live demonstration of the WeSpire platform and a review of the company's **TEAMPHLY ACTS Volunteering Policy**, which covers PHLY's guidelines around what activities qualify as "volunteering," the different ways employees can achieve the minimum 7.5 hours of

volunteering, how to use their paid time-off to volunteer, and more.

Using the WeSpire platform, **TEAMPHLY ACTS Admins** are able to promote volunteer events, communicate important details to attendees, measure attendance and identify which volunteer opportunities are most popular. Using this data, **TEAMPHLY ACTS Admins** are able to share feedback on the programs with the CSR team.

By giving **TEAMPHLY ACTS Admins** the autonomy to identify and run volunteer events, these leaders are able to identify organizations in their local communities that they know their employees will care most about. This allows the CSR team to focus on the broader, company-wide CSR strategy, rather than the administrative duties of identifying and creating events across the country.



# ELEMENTS OF SUCCESS

## A Culture of Volunteering

PHLY's founder, James Maguire Sr., formed Maguire Insurance Agency in 1962 with the idea to provide affordable insurance coverage to the deaf community. This fundamental idea to help an underserved community remains at the core of PHLY's company culture and is the driving force behind PHLY's commitment to giving back to the communities where employees live and work through volunteering. PHLY has tracked employee volunteering since 2010; however, the company's formal volunteer program, originally named the **TEAMPHLY** Ambassadors Program, began in 2013. That first year, employees logged 7,205 hours

of volunteering. Following the launch of **TEAMPHLY** ACTS, the **TEAMPHLY** Ambassadors Program was renamed the **TEAMPHLY** ACTS Volunteering Program.

To encourage employees to volunteer, the program is incentivized in two ways: 1) Every PHLY employee is given 7.5 hours (1 work day) of paid time-off to volunteer annually, and 2) At the end of the year, employees in the region with the highest percent of employees (based on headcount) that achieve at least 7.5 hours of volunteering that year, earn an extra day of paid time-off (PTO). Additionally, the employee who logs the most volunteer hours that year receives a special prize.

PHLY organizes more than 100 volunteer events for its employees every year, but they aren't limited to these events to log their 7.5 hours of volunteer time. PHLY encourages employees to find organizations and causes that are important to them, and allows them to use their 7.5 hours of paid time off to give back to these organizations. PHLY also encourages employees to volunteer outside of business hours with their friends and families, and allows those hours to count toward the goal of 100% of employees achieving a minimum of 7.5 hours of volunteering annually.

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*The WeSpire platform has streamlined the way we create, promote, and track our employee volunteer events. The platform has not only helped us increase participation in the employee volunteering program, but it has also connected our employees across the country to each other and to our volunteer mission in a way that was not previously possible.*

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– **Theodora Valero,**  
Corporate Social Responsibility Specialist



## ABOUT WESPIRE

WeSpire provides forward thinking companies with a technology platform to design, run and measure the impact of their employee engagement initiatives. On WeSpire, employees from around the world participate

in sustainability, social impact, wellbeing, corporate culture, and diversity and inclusion programs. These programs encourage employees to take actions that are good for them, good for the company and good for the world we live in.

For more information, visit [www.wespire.com](http://www.wespire.com), contact us at [info@wespire.com](mailto:info@wespire.com), or follow us on [Twitter](#), [LinkedIn](#) and [Facebook](#).



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## ABOUT PHILADELPHIA INSURANCE COMPANIES

Philadelphia Insurance Companies designs, markets, and underwrites commercial property/casualty and professional liability insurance products incorporating value added coverages and services for select industries. In operation since 1962, the

Company, whose commercial lines insurance subsidiaries are rated "A++" (Superior) by A.M. Best Company and "A+" for counterparty credit and financial strength by Standard & Poor's, is nationally recognized as a member of Ward's Top 50, National Underwriter's Top

100, and one of the Top 150 Workplaces in America. The organization has more than 50 offices strategically located across the United States to provide superior service. For more information, please visit [www.PHLY.com](http://www.PHLY.com).