



## **Paying employees to serve their community**

*Campaign challenges companies to provide paid Volunteer Time-Off (VTO)*

Nonprofits and philanthropic groups are experiencing decreased volunteer support as a result of the economy. Moreover, employees are hesitant to take time away from the office, even to provide community service work, given the current employment environment.

In response, and to help their associates be more engaged within their community, some companies have developed a unique and socially responsible solution – actually “paying” their employees when they volunteer in their communities. A paid “volunteer time-off” (VTO) program allows a company’s associates the opportunity and incentive to become more involved within their community.

### **How volunteer time-off works**

It’s simple. A company or organization merely agrees to pay its employees if they volunteer or provide community service during regular work hours. Some have paid “volunteer time-off” (VTO) as part of their benefits package, offering associates a certain number of VTO hours annually (e.g. 8 hours a year/one day a year).

The employee simply identifies a nonprofit organization or effort they want to support and volunteers their time during regularly scheduled business hours. Employees aren’t required to participate in the VTO program, but the option and incentive is available if they want to take advantage of it.



### **A KC VTO corporate challenge**

Recognizing the critical needs of nonprofits, Pioneer Services, a financial services company that helps military families, organized a Volunteer Fair at its company’s headquarters recently to help associates identify local volunteerism opportunities and renew interest in its pre-existing VTO program. Local news broadcasts picked up the VTO story and the concept has taken off

Given the overwhelming response from local nonprofits that showed up looking for volunteers, Pioneer Services created the [Be the Difference](#) campaign. The goal is to encourage and challenge other businesses in Kansas City, and across the country, to pledge their support for implementing a paid VTO program.

### **How to help**

To learn more about VTO or to participate in this community service effort, all an organization needs to do is “pledge” the number of VTO hours they’ll provide to their employees at [www.VTOchallenge.com](http://www.VTOchallenge.com). Then help promote the Be the Difference campaign and VTO by using the free downloadable backgrounders, logo’s, banner links, and media releases available to them on the campaign’s website.

*For additional information, contact:*

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**[www.VTOchallenge.com](http://www.VTOchallenge.com)**