

CASE STUDY

Three Phased Approach to Covid-19 Relief



“We are working on how to keep [our programs] fun and engaging with the same participation and donations though we are 100% virtual.”

—Lauren Mitrenga, Human Resource Analyst at Prime Therapeutics

When COVID-19 first began impacting the United States, Prime Therapeutics' Corporate Social Responsibility (CSR) team set out to answer two early questions: 1) where is the greatest need at the moment? and 2) how do we best use our current funds and programs to solve this need? Prime's team quickly realized relief could not come from one approach, but instead required constant re-evaluation of stakeholder's needs, interests, and abilities to give back to provide the best COVID-19 relief plan.

Phase I

Prime Therapeutics' first phase in COVID-19 disaster relief occurred immediately following the beginning of the U.S. issued stay-at-home mandate. Prime employees were encouraged to directly support their neighbors by donating to food pantries and shelves that were in their local community.

To make the process as easy as possible for employees and help take advantage of the \$500 donation match provided by Prime every year, Lauren Mitrenga, HR Analyst at Prime Therapeutics, worked with the YourCause team to build engagement elements that directed employees to information about hunger relief organizations in their communities. On those web pages, employees could learn about the organization, donate to food shelves, and even submit their match. To help include remote employees, additional national food pantries were included.

Phase II

They immediately saw a great response throughout the employee population, receiving over \$4,000 in match requests in March alone. While eager to help food shelters any way they could, Prime employees continued to look

for other ways to help provide relief during the COVID-19 pandemic. Many employees were making homemade masks on personal time, donating goods and food, and volunteering time virtually to relief organizations, and the CSR Team wanted to find a way for Prime to support these philanthropic efforts.

Prime's leadership and the CSR team unanimously agreed that more could be done. After discussing solutions to provide relief, they decided to reimburse employees for the supplies and time given to the community. Prime would match the value (up to another \$500) for all COVID-19-specific relief done by employees and donate that amount to a designated organization. Any volunteering in the community could be reimbursed – whether time, money, or resources given – as long as the employee provided a receipt, picture, or proof of completion.

Phase III

As Prime found ways to provide relief in their local communities, the CSR Team wanted to make sure they were still supporting the organizations they had committed to before COVID-19. As an organization, Prime is aligned with five charity partners: American Heart Association, Children's Hospitals, Habitat for Humanity, Juvenile Diabetes Research Foundation, and National Multiple Sclerosis Society. The company regularly participates in walk and bike events throughout the year to fundraise for these partners' causes. Although stay-at-home mandates and social distancing has cancelled or postponed many of their events, Prime's CSR team is finding unique ways to stay committed to their partners during the pandemic.

To continue to encourage fundraising, the CSR team is asking employees to participate in a bike or walk events – just like they normally would – but do it alone, with their families, or livestream the experience on social media (when safe to do so). To keep it fun for employees, the CSR team created scavenger hunts to complete during the walks. The hunts asked employees to find objects of a certain color, a specific shape, or just some importance to them and why, and send in lots of pictures from the experience. To further incentivize participation, all of the employees who completed the scavenger hunt were entered into a drawing for prizes. Although it didn't look like a typical event, it was still a great opportunity to raise awareness, fundraise, and support their charity partners.

What's Next?

As of now, Mitrenga says their next focus is moving the rest of their planned 2020 events to virtual status, including their annual giving campaign. "We are working on how to keep it fun and engaging with the same participation and donations though we are 100% virtual."

Find out how to move your team completely virtual with the help of www.yourcause.com!



+\$4k

Received more than \$4,000 in match requests to Covid-19-specific organizations in March.

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.