

Case Study



MISSION STATEMENT

WBCH's mission is to create pathways to success through direct delivery of high quality programs for individuals and families in need in the Richmond area, and to be an intermediary organization, engaging partners in a coordinated effort to help clients get the information, referrals and resources they need to move toward self-sufficiency.

CONTACT WBCH

William Byrd Community House
224 South Cherry Street
Richmond, VA 23220
Tel: 804-643-2717
<http://www.wbch.org/>

BUDGET AND STAFF SIZE

Budget: \$2,167,846
Full-Time Staff: 38
Size of Board: 25

ESTIMATED PROJECT VALUE:

\$43,800

William Byrd Community House

Transforming a corporate volunteer program.

THE NEED

The William Byrd Community House has been assisting Richmond individuals and families since 1923. Corporate employees from the area often wanted to volunteer, but WBCH had no standardized process to ensure that when volunteers appeared on their doorstep, they would be welcomed and engaged. WBCH sought to strengthen its relationships with corporate partners by developing new tools to support its work with volunteers.

"The Genworth team assisted us in better understanding the needs of our corporate volunteer groups. As a new member to this field, the project enabled us to learn the best way to utilize the significant skills these people have."

– Jessica Turner, Development Associate

THE PROPOSED SOLUTION

In its first skills-based volunteering project, Genworth Financial hand-picked a stellar team, including IT, marketing and operations professionals. After completing a stakeholder assessment and identifying best practices, the team conducted a needs analysis and helped WBCH develop a database to manage volunteering opportunities. To attract more volunteers to WBCH, the Genworth team also developed new marketing materials to promote the program.

THE RESULTS

In three months' time, the Genworth team created a simplified process for WBCH to recruit, train and work with corporate volunteers to further its mission. The new tools have already been embraced by WBCH's staff. WBCH will track several key metrics, including time savings achieved, the satisfaction of its volunteers, and the frequency with which nearby companies send volunteers.

