

Large Firm Winner Dixon Hughes Goodman



DIXON HUGHES GOODMAN LLP

Number of organizations impacted – 451

Total hours volunteered - 127,727

DHG's passion to serve goes well beyond the work we do for our clients. At DHG, we are passionate about supporting the well-being of our people, our broader community and our profession in ways that align with our mission, values and strategy. That is why eight years ago DHG created a firm-wide philanthropic event titled "Count the Cans" that serves as a catalyst for teamwork while also making a significant impact on DHG's local communities.

Background:

Count the Cans is a 10-day firm-wide food drive that evokes fun teamwork and competition across all of our markets while honoring our core values and supporting our communities. The goal of Count the Cans is to foster employee engagement, show our external and internal commitment to the communities we serve and demonstrate the combined strength of our firm by working together to support local food banks.

Planning:

Rather than planning Count the Cans around the holiday season, we choose to hold the highly-anticipated event during the summer months. Food banks and similar organizations have an increased need for donations in the summer months because children who rely on school meals are out of school and there are fewer donations from the general public due to summer schedules and vacations. Each year we select a unique theme for the competition with a series of accompanying attention-grabbing graphics and communication materials. To cascade the Count the Cans message, DHG office champions rally our team members in each geographic location. Working with their Office Managing Partner, the office champions select a local food bank as the recipient of all canned food, dollar donations and volunteer service hours during a 10-day period.

For the competition, one can is equivalent to one point, \$1 is equivalent to one point, and one hour of service at the local food bank is 25 points. All donations and hours are logged and tracked on our DHG IMPACT internal website, an online platform that allows our people to make donations to causes that are meaningful to us as a firm and as individuals. The site measures the impact of our financial donations and volunteer service hours, allowing us to share the story of our collective DHG philanthropic activity.

Each office creates their own campaign page for Count the Cans, making it easy for employees to sign up for volunteer opportunities with a designated local food bank and make monetary donations directly on the site. The campaign pages also feature a thermometer graphic that tracks each market's progress towards their points goal. The goals are based on number of employees and partners in each office and are a per capita figure.

To spread the word about Count the Cans in 2018 and to build excitement across our footprint, we also involved our interns with two competitions: a mannequin challenge video and can structure

competition, both encouraging interns to get to know their office leaders and other employees across the office. Throughout the campaign, we also asked our people to snap photos in places where they were making an impact. In addition to the overall competition, we added in special theme days: Macaroni Monday, Tuna Tuesday, Woofy Wednesday (Pet Food Day), and Virtual Food Friday.

Results:

During the 10-day campaign in June of 2018, DHG staff and partners gave more than \$76,000 to hunger relief organizations in addition to volunteering nearly 1,000 service hours at local food banks. Over the past seven years, DHG has donated an average of 100,000 pounds of food per year through the annual Count the Cans campaign.

The campaign was featured on local TV news outlets in two of our office locations, in local Business Journals and Accounting Today, and our people shared updates on the campaign on social media channels – Facebook, Twitter and LinkedIn.

Last year, our DHG Foundation also announced its year-long partnership with paws4people, an organization that trains and places assistance dogs with children, veterans, military dependents and people with disabilities. During one day of the Count the Cans food drive, paws4people received monetary donations from the campaign which contributed to our \$35,000 donation to this organization.

Evaluation:

Through Count the Cans, DHG is able to make a large-scale impact on hunger relief in 13 states. Here is a snapshot of our Count the Cans results for 2018:

- Pounds of food: 112,173 pounds
- Macaroni items: 131,600
- Tuna cans: 14,765 cans
- Service hours: more than 980 hours (within the 10-day campaign period)
- Dollars: \$76,150
- Cumulative results (over 7 years): 3,795,814 pounds