



# CORPORATE VOLUNTEER PROGRAM

**THE CORPORATE VOLUNTEER PROGRAM** at Family Reach is a fun, engaging initiative. It provides meaningful volunteer opportunities that align with cause marketing strategies to corporations and community groups.

**BEST WISHES CARD PROJECT:** The Best Wishes Card Project engages employees to create personalized cards full of inspiration and positive wishes for the families we serve. They provide joy, encouragement and connection to the community during extended hospitalizations and critical periods of treatment - times often marked by isolation, extreme stress and concern.

**FAMILY CARE PACKAGE PROJECT:** Many treatments cause cancer patients to have critically compromised immune systems. All items they come in contact with must be sterile and cannot be used more than once. Constantly replacing items places an enormous financial strain on families. The Family Care Package Project recruits employee groups to collect supplies and assemble personalized care packages for families during extended in-patient treatment periods.

## PROGRAM IMPLEMENTATION

- Family Reach social workers will identify families based on medical status, need and geographic location.
- Family stories will be provided and include photos and details like favorite color, music, hobby, etc. to help employees make the cards and care packages more personal.
- For the **Best Wishes Card Project:** Employee groups will be supplied a complete project art supply kit and directions. All an employee must bring is their creativity and passion for helping a child in need.
- For the **Family Care Package Project:** Employee groups will be assigned a specific list of items to target for collection and donation and provided a complete project supply kit and assembly directions.
- Family Reach staff will assist with all planning and execution.
- When able, Family Reach staff and Family Ambassadors will attend the volunteer opportunity to speak about the challenges families face when battling cancer and the impact that Family Reach, our corporate partners and volunteers have on their experience.
- Depending on the patient's medical status, Family Reach will coordinate an opportunity for a representative(s) from the employee group to deliver the items to the hospital and meet briefly with the patient and/or their family.



*"As a pharmacy innovation company, we are committed to helping people on their path to better health. These type of colleague engagement events allow CVS Health employees to practice our purpose in a way that is different from their everyday responsibilities. The team really enjoyed the volunteer event."*

– **Jason Graveline**, Director of Corporate Social Responsibility & Philanthropy