



## Pfizer Healthy Communities

### Working in partnership

Engaging colleagues in community activities has been a core tenet of Pfizer's policy since the company first began operating in Sandwich, Kent, more than fifty years ago.

CCWorks has been supporting the BITC award-winning Pfizer Healthy Communities programme for the past six years, providing strategic direction and well as comprehensive back office support.

In addition to match funding, payroll giving and staff fundraising, Pfizer encourages its employees to share their skills and expertise with local voluntary organisations. Pfizer's 'Reaching Out' Volunteering Programme, which it created in partnership with CCWorks, allows employees to take up to five days' paid leave a year to work on a range of community projects. CCWorks provides Pfizer with a community helpline for employees and community organisations handling over 2,000 written, e-mail and telephone enquiries annually.

Kevin Charles, Public Affairs Manager at Pfizer is impressed by CCWorks' professionalism.

***"CCWorks have contributed to the success of the Healthy Communities programme because of their extensive experience. They are very well tuned in to the voluntary sector both locally and nationally, which helps Pfizer achieve its mission of improving health and well-being in the community. Furthermore their ability to get the job done takes a great weight off my shoulders."***

### Making community engagement easier

Pfizer uses the Community ODM online database system to manage the volunteering, match funding for staff fundraising and payroll giving elements of its programme. Pfizer worked very closely with CCWorks to configure the Community ODM to meet its needs and brand identity. CCWorks also sourced over two hundred local individual and team volunteering opportunities for the in-built searchable database.

Pfizer is clear about its reasons for choosing Community ODM. ***"I would recommend Community ODM to other companies as it is a great way of engaging colleagues in community activity. It is simple to use, easy to access from any location, and provides a hub of information on all our community activity,"*** says Kevin Charles. The Community ODM was launched in March and within six weeks nearly 20% of staff used the site, half of these being first-time users of the community programme. The Community ODM has been rolled out across Pfizer's UK business, providing access for colleagues at its R&D headquarters in Sandwich, commercial headquarters in Walton Oaks, Surrey, and for field-based colleagues throughout the UK.

Another key benefit to Pfizer is the system's comprehensive reporting capability, which allows the administrator to access reports easily and thus demonstrate the value of the community programme.

Pfizer's decision to use Community ODM was also based on the system's capability to grow organically as its community programme develops. As Kevin Charles concludes, ***"It simply makes community engagement easier."***