

Profiles in Volunteer Excellence

Wachovia Bank a Model of Volunteer Spirit in Culpeper

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In a climate where we hear so much about unethical or questionable business practices, it's especially heartening to learn about the many more businesses that contribute so much to their communities.

One such business is Wachovia Bank which contributes hundreds of thousands of volunteer hours for national and local efforts. Their employees are encouraged to take four paid hours per month for volunteerism through their "Time Away from Work for Community Service" policy.



Tom Tichenor, Laura Adams, Lorrie Gilman and Mark Critchfield

Senior Vice President and Market President Thomas Tichenor talks about how Wachovia Bank is giving back to Culpeper and how volunteerism has affected both its business and their staff.

"We feel that it is important to be a part of the community that we serve. It is our way of giving back. We feel a sense of civic duty, and because of the emotional return we receive by doing so.

"We have performance metrics in place for our employees, and the volunteer opportunities offer a way for them to demonstrate and learn leadership 'outside the box.' It is typically our top performers who volunteer and return to do so again. They have a 'positive, do more' attitude.

"In addition, it builds camaraderie among the staff, highlights our teammates living in the community and gives us a sense of pride for what we've done. It also makes you appreciate what you have.

"While marketing is not a driver of why we volunteer, we do benefit professionally. We gain visibility and demonstrate our commitment to our community. This influences the

public's decision when they are selecting where they do business. It also helps with networking when we volunteer with other businesses sharing the same passion or interest.

“We've done simple things like giving blood during the Katrina Hurricane, and more complex projects, like planting trees at the Culpeper sports complex during Piedmont United Way's Day of Caring. Our employees' kids play there too, and you get a sense of pride each time you go there and see the trees.”

Aging Together encourages you to invite your co-workers to join you in a volunteer activity. You can find out about volunteer opportunities by contacting the Piedmont Volunteer Center at 540-825-7615. We'd love to hear your story about a volunteer experience involving older adults. You can share it by emailing info@agingtogether.org or 540-829-6405.

Aging Together is a community partnership working to improve quality of life for older adults and their families. We promote volunteerism as an essential way to support seniors in our communities and to make full use of the talents and experience of older adults. Join the Healthy Culpeper Senior Adult Committee the First Thursday of every month at 10am at The Reformation Lutheran Church. Call 540-829-6405 for more information or visit us at www.agingtogether.org.