



CASE STUDY



Volunteers from Fidelity sorting clothes to support their local community.



Fidelity associates assemble Baby Bundle kits to help welcome newborns in Salt Lake City.

TRANSFORMING A DAY OF SERVICE INTO A MONTH OF SOCIAL IMPACT

What happens when a single day of service becomes a monthlong endeavor? Exponential growth in social impact.

Savvy CSR leaders recognize that employees, leaders, customers and investors expect companies to contribute to strengthening communities. In fact, globally, Points of Light's own civic engagement research found that [82% of people agree that companies should focus their impact work on social issues](#). What's more, Fidelity Charitable's [Giving in the Workplace report](#), a study by Fidelity Charitable, an independent 501(c)(3) public charity, shows that 86% of workers say it's important to work for an employer with values that align with their own.

In 2010, Fidelity Investments approached Points of Light to explore ways to grow its social impact and expand the reach of their flagship annual companywide day of service, Fidelity Cares Day. When we joined forces to scale the program, this single day of service morphed into a monthlong effort now known as Fidelity Cares Month and taking place each May.

“Through community relations, we strive to create transformational relationships, rather than transactional experiences with community partners, in order to provide access and opportunity to under resourced communities. We do this because we believe in a future where everyone is empowered to shape their financial futures and improve their lives. Our associates are one of our greatest assets and their continued enthusiasm for volunteering and supporting this work is essential.”

— TERESA PELLETTIER, VP OF COMMUNITY RELATIONS, FIDELITY INVESTMENTS



Fidelity Investments volunteers refurbish a local school so educators can fully support students in their North Carolina community.



THE CHALLENGE

Fidelity recognized the value of having a culture of giving back, whether in attracting and retaining talent or empowering employees to make positive impact in communities. However, they needed volunteer opportunities designed for a changing workforce with staggered hybrid schedules.

Fidelity had a league of willing participants but needed an expert partner to identify nonprofit organizations, scope meaningful volunteer projects based on the needs of each organization and manage the experience so the organizations could stay focused on their day-to-day mission.

To best meet changing employee and community dynamics, these projects were created with local communities in mind, customized to the needs of the nonprofit organization or school. Fidelity and Points of Light worked together to drive measurable social impact through projects like building outdoor classrooms, installing murals, painting games for recess on school blacktops, and more. Furthermore, local Fidelity offices are also empowered to continue their thoughtful and impactful work with selected community partners by returning to schools and nonprofits for further engagement.



THE SOLUTION

Points of Light acted as connector, facilitator and strategist, leveraging its Global Network of 145 affiliates, leaning into the local networks of Fidelity CSR leaders and capitalizing on the energy of thousands of employee volunteers.



THE IMPACT: FIDELITY CARES MONTH MAY 2023

5.1K FIDELITY VOLUNTEERS

175+ EVENTS ACROSS
ONE MONTH

10K+ VOLUNTEER HOURS

87 YOUTH AND FINANCIAL
EDUCATION EVENTS

5K STUDENTS REACHED

70K+ MEALS PACKED

17.9K DIAPERS DONATED

28 COMMUNITIES

12.3K COMMUNITY
MEMBERS IMPACTED

Fidelity Cares Month continues to be a catalyst for real and sustained impact, made possible through a wide range of volunteer opportunities, both in person and virtual.

ABOUT FIDELITY INVESTMENTS

The Fidelity Investments Community Relations team leverages the firm's unique strengths to provide access and opportunities to underserved communities, with a focus on Financial Empowerment, supporting Fidelity's mission of helping people plan and achieve their most important financial goals.