



Community Build Day 2007 – August 4, 2007 ***“Competitors in the Marketplace, Cooperation in the Community”***

Join us on August 4, 2007 for The Financial Services Roundtable’s Community Build Day. Community Build Day is the physical manifestation of what our companies do 365 days a year to improve the communities in which they work, and helps to build and strengthen partnerships with national and local public policymakers.

Community Build Day Chairman –Richard K. Davis, U.S. Bancorp

National Sponsors – responsible (via grant) for overall project coordination. National Sponsors also participate in one or more cities.

- ✓ **Financial Commitment:** \$15,000
- ✓ **Time Commitment:** One person representing the company participates in core group which has oversight for the event. Core Group participation is optional.
- ✓ **Company name** and logo on all local and national publicity materials.

Participating Companies

Financial Commitment: The commitment varies depending on the project a company or team of companies chooses, but managing how much to contribute is completely at the company’s discretion. Some examples:

1. Companies may choose to a community build activity such as Reading is Fundamental, school book drive, or volunteering at a homeless shelter.
2. A group of companies may decide to build a house for Habitat for Humanity, which could range in cost from \$5,000 per company to \$50,000 per company, depending upon the cost of the house and the number of companies participating.
3. A group of companies may decide to work with NeighborWorks® or Rebuilding Together on a project that may cost as little as \$5,000 or as much as \$25,000 or higher.

Payment of the local sponsorship fee will be coordinated between the local partner and participating companies.

The important thing to note is that your company can decide at what level you would like to participate. There are no set fees for the builds – we can work with you to help identify an appropriate project – no matter how big or small your budget, or how big or small your office.

Option A: One Company/One Build – Whether your company is a National Sponsor or a Participating Company, you may work individually on a community build activity. The project may be an existing project that your company has budgeted/planned for in 2007 or a newly identified project specifically for Community Build Day. Someone in your company (can be one or more people, at your discretion) would need to oversee the following details:

- Overall responsibility for successful execution of city build.

- Liaison with Community Build Day Partner affiliate to plan, organize and host conference calls
- Media– to ensure your build gets media coverage
- Ceremony – to coordinate a ceremony with civic/elected leaders
- Volunteers - to ensure enough volunteers are drafted for the project
- Local Elected Officials (primarily state and locally elected officials) – to proffer invitations and follow-up

Option B: Group Build (more than one company)

- Two or more companies willing to participate in build
- CEO or members of senior management attendance at the build is assured
- Committed workforce available from all participating companies to take responsibility for one or more aspects of the build/team structure:
 - Team Leader – a company representative who provides overall leadership for the city build
 - Media Leader – to ensure your build gets media coverage
 - Ceremony Leader – to coordinate a ceremony with civic/elected leaders
 - Volunteers Leader – to serve as point person for all company volunteers and to ensure that there are volunteers for build day(s)
 - Local Elected Officials Leader (primarily state and locally elected officials) – to proffer invitations and follow-up

Community Build Day Date: The official date is August 4, the first Saturday in August, which is the kick-off day for Community Build Day projects. **Projects may be scheduled on any day in August.** Because Congress is in recess during August, Members are often in their home districts and this is our best opportunity (timing-wise) to attract them to our builds. If you would like a Member of Congress to attend your build, it is not recommended to schedule Community Build Day prior to August 4 as the Congress will be in session and will not be available to participate in your build.

To register for Community Build Day 2007 either as a National Sponsor or Participating Company, please complete a registration form located on the Roundtable’s web site:

<http://www.fsround.org/community/cbd.htm> .

Information About Our Partners

- Habitat for Humanity International is an ecumenical Christian ministry that welcomes to its work all people dedicated to the cause of eliminating poverty housing. Since its founding in Americus, Ga., in 1976, Habitat has built more than 200,000 houses in nearly 100 countries, providing simple, decent and affordable shelter for more than one million people. For more information, visit www.habitat.org.
- NeighborWorks® America (www.nw.org) provides financial support, technical assistance and training for communities across the nation and to the NeighborWorks® network, a nationwide network of more than 235 community development organizations working in more than 4,400 urban, suburban and rural communities across America.

These organizations engage in revitalization strategies, including numerous volunteer projects that improve lives and strengthen communities. In the last five years alone, NeighborWorks® organizations have generated more than \$12.4 billion in reinvestment and helped nearly 850,000 families of modest means purchase or improve their homes or secure safe, decent rental or mutual housing.

- Rebuilding Together (www.rebuildingtogether.org), comprised of over 240 affiliates nationwide, provides an array of home rehabilitation services to low-income homeowners who are elderly, disabled, and families with children. Services include home modifications, repairs and weatherization, and repairs to nonprofit facilities. With the combined resources of its affiliate network, Rebuilding Together rehabs more than 8,900 homes and non-profit centers annually with the help of more than 270,000 volunteers delivering \$100 in market value.
- Points of Light Foundation (www.pointsoflight.org) is a national, nonpartisan, nonprofit organization dedicated to engaging more volunteers and resources to help solve serious social problems in thousands of communities. Through a variety of programs and services, the Foundation encourages people from all walks of life – businesses, nonprofits, faith-based organizations, low-income communities, families, youth, and older adults – to volunteer.
- America’s Promise (www.americaspromise.org) is the nation’s leader in forging a strong and effective partnership alliance comprised of corporations, nonprofit organizations, foundations, policymakers, advocacy and faith groups committed to ensuring that children receive the fundamental resources - the Five Promises - they need to lead successful, healthy and productive lives and build a stronger society. Building on the legacy of our founder General Colin Powell, the America's Promise Alliance believes the success of our children is grounded in experiencing the Five Promises - caring adults; safe place; a healthy start; an effective education; and opportunities to help others - at home, in school and in the community.
- USA Freedom Corps (www.usafreedomcorps.gov), as a White Office, USAFC is charged with building a culture of service, citizenship, and responsibility in America. USAFC promotes and expands volunteer service in America by partnering with national service programs, working to strengthen the non-profit sector, recognizing volunteers, and helping to connect individuals with volunteer opportunities.
- Any non-profit community service organization or an initiative developed by your company.

The Financial Services Roundtable – Staffing:

- Jennifer Smith, Vice President for Public Affairs, The Financial Services Roundtable, Project Director – responsible for overall project, Jennifer@fsround.org, direct dial: 202.589. 2426.
- Shirley Nycum, Community Build Day Project Manager – oversees all logistical aspects, as well as extending invitations to nationally elected officials, Shirley@fsround.org, direct dial: 202.589.2428
- Gina Maffei, Communications Manager – media strategy outreach resource, conducts media outreach conference calls with team/company media coordinator; monitors media hits for Community Build Day, gina@fsround.org, direct dial: 202.589.2427