



OUR COMMITMENT TO THE WORK
 WE ARE COMMITTED TO THE WORK OF BUILDING A MORE
 INCLUSIVE COMPANY AND BEING A FORCE FOR SOCIAL
 AND ENVIRONMENTAL GOOD.

Contact Atlanta McIlwraith
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Timberland Offers Virtual Volunteer Employees in February Serving Non-Profit Racial Justice Organizations

Partner organizations can be involved as much or as little as they like in the online volunteer events. At a minimum we seek partners that can **use our volunteer power to forward their goals through specific projects we can deliver virtually.**

Timberland will provide:

- Dozens to hundreds of virtual volunteer “shifts” of a few hours in length each over the course of February;
- Staff to gather, organize, coach, and review volunteer output;
- If materials are required, Timberland will provide them to volunteers.

We seek to serve organizations that:

- are legally registered non-profit organizations;
- work to forward racial equity (ideally in education);
- serve the Black or BIPOC communities of:
**New York,
 Philadelphia,
 Baltimore, and
 Washington DC.**

Partners who wish to be more involved are welcome to join our events to share the mission of their organization and/or to engage more directly with the volunteers.

RECENT EXAMPLES OF VIRTUAL VOLUNTEERING

Our virtual volunteer teams have:

- made flash cards to highlight heroes of Black History;
- created learning games to support new readers; and
- designed cards to encourage homeschooled kids.

In each case, we provided the partner organization with downloadable pdf toolkits that were easy to share with their stakeholders.

We can also:

- record books to expand an audio book library;
- create a virtual talent show or quiz game to engage an audience;
- record videos to introduce students to career options; or
- **anything else** that might be helpful and could be accomplished virtually by a team of 20 – 50 volunteers in two to three hour-long shifts.

ABOUT TIMBERLAND

[Timberland](#) is a global outdoor lifestyle brand which, for over 28 years, has offered employees paid time for community service. The brand currently offers full time employees worldwide 40 paid hours to serve each year. To help employees use their hours, Timberland encourages volunteers to serve individually and also organizes global days of service including, Earth Day in the spring and the brand’s own Serv-a-palooza in the Fall.

In response to the racial unrest in the US last summer, Timberland made [specific commitments](#) to support the Black community, particularly in cities that propelled our brand to where it is today. One of those commitments is to launch a third annual service day to advance racial and social justice in North America. While we hoped to launch a hands-on day of service this year, due to COVID-19 we plan to engage our employees in a series of virtual events during the month of February.

GET HELP FROM OUR VOLUNTEERS TODAY

If you are interested in engaging Timberland volunteers to forward your work through virtual service or would like more information, **please contact Atlanta McIlwraith (atlanta_mcilwraith@vfc.com) by January 19.**