Shepherd Center
FOUNDATION

Shepherd Serves:

Staff Engagement through Community Service

Presented by Alex Seblatnigg, CAVS, CPXP
Director of Volunteer Services and Internal Engagement
Shepherd Center – Atlanta, GA

About Shepherd Center

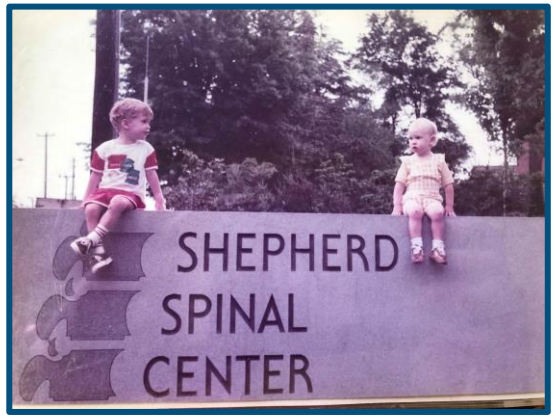
Who We Are and What We Do

Started in 1975 by Alana, Harold and James Shepherd.

Shepherd Center, located in Atlanta, Georgia, is a private, not-for-profit hospital specializing in medical treatment, research and rehabilitation for people with spinal cord injury, brain injury, multiple sclerosis, spine and chronic pain, and other neuromuscular conditions. Shepherd Center's mission is to help people with a temporary or permanent disability caused by injury or disease, rebuild their lives with hope, independence and dignity, advocating for their full inclusion in all aspects of community life while promoting safety and injury prevention.

In its more than four decades, Shepherd Center has grown from a six-bed rehabilitation unit to a world-renowned, 152-bed hospital that treats more than 743 inpatients, 277 day program patients and more than 7,161 outpatients each year in more than 46,000 visits.

Approximately 1,800 employees. Average tenure: 7.83 years, with many at 15+ years.



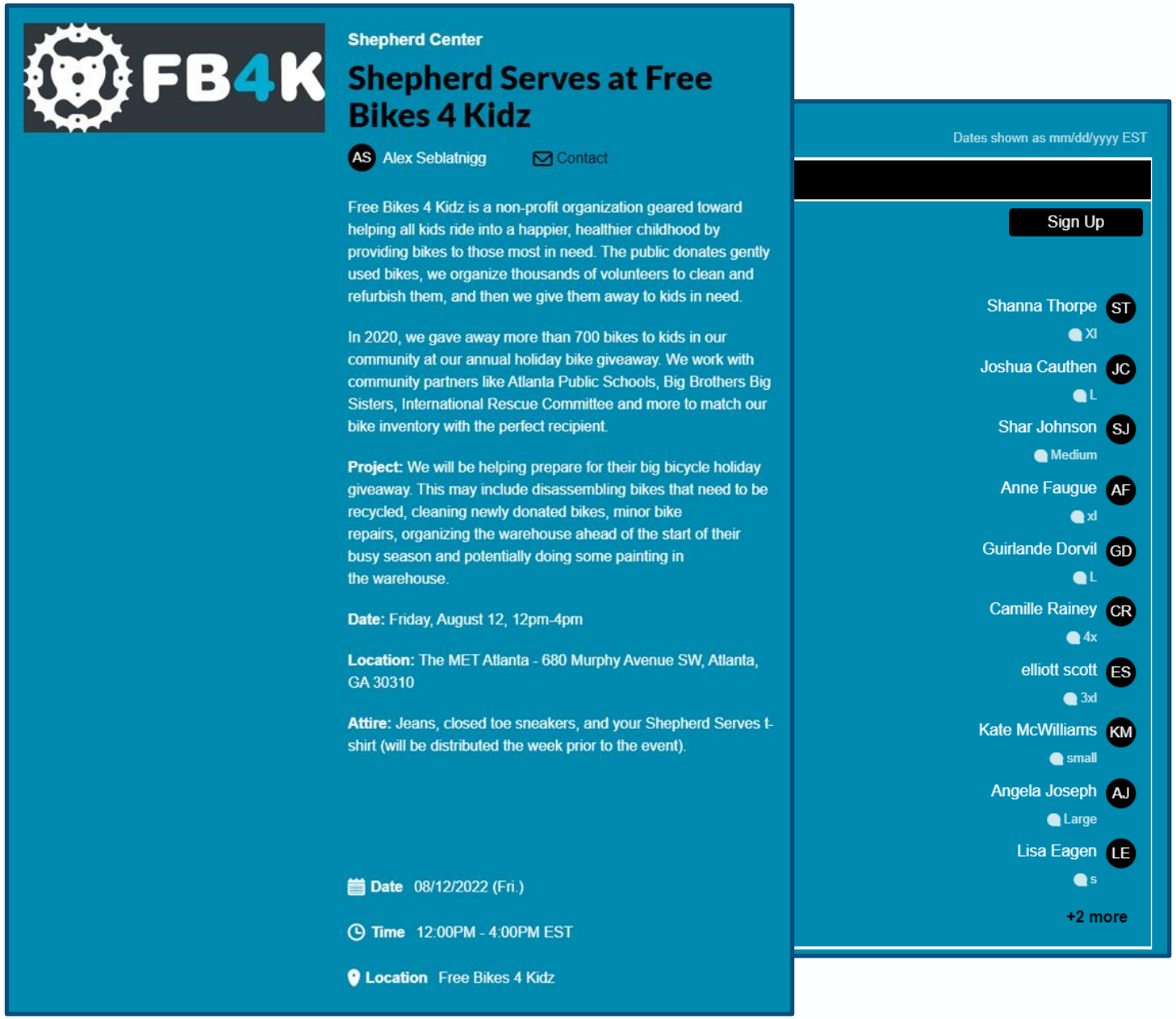
How Shepherd Serves Began

- QUESTION: How do we give back the community that has supported us for 45+ years?

- Proposed plan:
    - Quarterly events.
    - Varied dates and locations around Atlanta.
    - Staff get paid for 4 hours of volunteer time once a year.
    - T-shirts!

Event Logistics

- Limited to 20-25 volunteers per session.
- Must have manager approval and be regular FT/PT.
- Once a year.
- Volunteer Services coordinates between staff and agency:
  - Waivers
  - Instructions/Directions
- Day of event check in/intros.



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Post-Event Logistics

- Two emails:
  - Participants
  - Managers of participants
- Social media posts.
- Annual recognition for all participants.

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Posts

Liked by lisaeagen and **106 others**

shepherdcenter Nearly 40 Shepherd Center employees spent time at @medshareofficial this month as part of our Shepherd Serves community service initiative. Thanks to their combined efforts, almost 200 boxes of medical supplies are headed to Ukraine and other countries to help medical professionals in those locations. About 400 patients will benefit from these critically needed supplies.

Thank you, team, for always rising to the occasion and giving back! #WeAreShepherd #ShepherdDayInTheLife

View 1 comment

Shepherd Center
August 15, 2022

Our employees have big hearts! ❤️ Last week a group participated in a Shepherd Serves service project at Free Bikes 4 Kidz Atlanta. They cleaned 105 donated bikes that will be given to children in the community during the holiday season. Thank you all for your hard work! #ShepherdServes #ShepherdDayInTheLife

You, Matt Edens, Laurie Nash Baker and 134 others — 3 comments 9 shares

Love · Comment · Share

Shepherd Center
May 21, 2021

This week, our Shepherd Serves community service initiative visited Gateway Center, an organization that connects people experiencing homelessness with the support necessary to become self-sufficient and find a permanent home. Volunteers from across the hospital came together to help sort clothing, organize a clothing closet and serve as "shoppers" for clients who needed clothing. The opportunity to interact with those benefitting from those services was a reminder of the importance of service in our community. #shepherdserves

You, Janet Abercrombie, Michelle Nemeth Morris and 71 others — 1 comment 5 shares

Love · Comment · Share

Shepherd Center
February 26, 2020

Yesterday, Shepherd Center hosted our second Shepherd Serves event at FODAC. Volunteers from all across the hospital came together to help sort, repair and clean medical equipment and supplies to be used both locally and internationally. This event had special meaning for us because FODAC has helped provide equipment to many of our patients who don't have insurance, or equipment that isn't covered by insurance. They are truly partners in so many of our patients success stories and have been for more than 30 years. According to Sarah Morrison, PT, MBA, MHA, president and CEO of Shepherd Center, "Shepherd is where it is today because of community support, and we instituted this program so Shepherd can give back to the community."

You, Marsha Hanson, Lisette Tiller and 142 others — 1 comment 10 shares

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Shepherd Center @ShepherdCenter · Nov 19, 2021

Shepherd Center staff recently volunteered at @MOWAtlanta to help organize a food pantry, pack rolls for Thanksgiving meals, and pack pecans for a fundraiser. We were so happy to contribute to their mission as part of our Shepherd Serves employee volunteer program!

4

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14,147 followers
10mo

Last week, more than 30 Shepherd Center employees served at Foster Care Support Foundation, an organization that supports children living in foster care or with non-parental guardians throughout the state of Georgia. Our volunteers helped sort clothing, did some "shopping" to pack bags for recipients, cleaned and reassembled car seats, and helped sort 3,600 pairs of brand new shoes donated by Adidas! This is the third year of our Shepherd Serves community service initiative where employees are given the opportunity to volunteer with nonprofits in the area. We're grateful to be able to give back to the community that has supported us for so many years. #WeAreShepherd

65 — 3 reposts

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By The Numbers

	2020	2021	2022
Agencies Served	5	3	3
Number of Staff Volunteers	157	42	73
Hours of Service Given	398	108	292

OPEN HAND

FOSTER CARE SUPPORT FOUNDATION

CLARK'S CHRISTMAS KIDS

MedShare

fodac

Covenant House Georgia

CHANGING LIVES ENDING HOMELESSNESS gateway center

FB4K

MUST MINISTRIES

MOWA Meals On Wheels Atlanta

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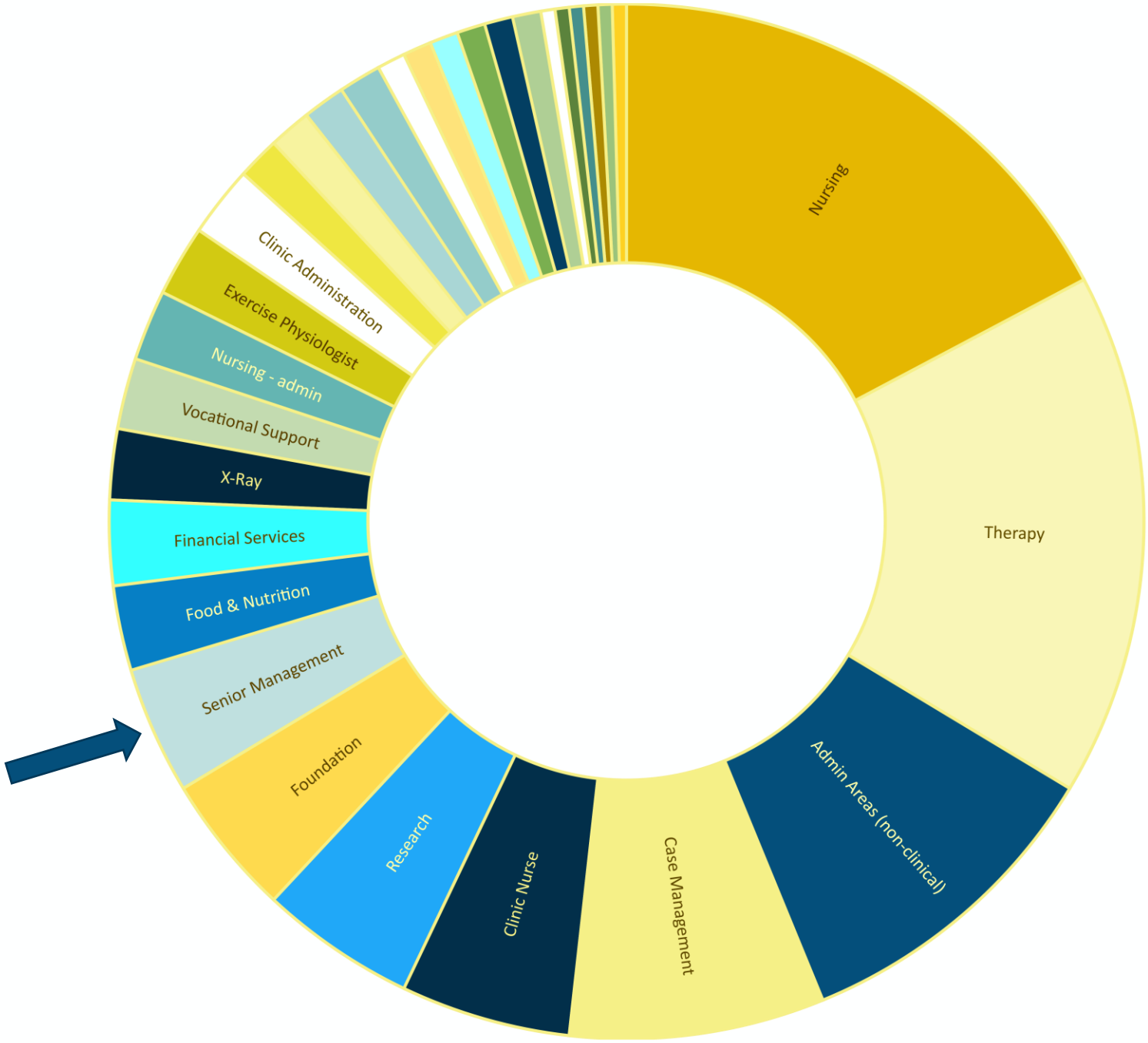
Participation by Area



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Why We Keep Doing It

"Shepherd Serves provides a great opportunity to give back to the community, some of which may support us or some that we serve through our many programs. I also love the aspect of getting to know other Shepherd employees that I don't normally work with." – Lisa, Exercise Physiologist

"I love working for a company that understands that giving back is good for the community we serve and the employees. Each time we serve, I feel better about my role at Shepherd and Shepherd's role in the community." – Renata, Executive Admin

Why We Keep Doing It

"I love Shepherd Serves because our organization is already made up of so many people with loving, giving, servant hearts and Shepherd Serves allows us the chance to spread that service even further into our community. There are so many ways we can spread kindness and help our neighbors beyond these four walls thanks to Shepherd Serves!" – Kaitlyn, Annual Giving Officer

"I love getting to serve the community in a different way with co-workers from other departments that I wouldn't normally get to interact with." – Jill, Physical Therapist

Benefits

- Community support
- Staff engagement opportunity
- Visibility in the community

How to Start

- KNOW YOUR WHY.
- Executive buy-in.
- Have a plan.
- Be willing to fail – and know what success looks like.
- You can do this!

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Questions?

Want to talk further?

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Society for Healthcare Volunteer Leaders

Breakout Session Evaluation