

Making the difference

Boeing employees can be counted on in the army of community volunteers

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Think of all of the positive acts that take place in communities across the globe every day. Then imagine what the world would be like without people willing to lend a hand to someone in need or offer new ideas for addressing the societal problems that face us all. Volunteers are these people.

Look around and you'll see countless examples of individuals who selflessly give their time and skills to make the world a better place. Volunteers are the ones who set the bar of life a bit higher for the rest of us. They are the ones who, by their actions, challenge us to be better people—people who truly care about the “other guy” and the future we're building for our children.

Each day, at every location, Boeing employees step up and make a difference as volunteers. (See related stories beginning on Page 36.) By doing so, they send a message to their communities that the people who work at Boeing are serious about being part of a company that is a good corporate citizen.

Part of our responsibility as good citizens involves taking care of the places we work—our factories and our offices—as well as the places we live. Participating in activities on Earth Day—observed April 22—has the power to catalyze millions of people who make personal commitments to creating sustainable communities.

Earth Day is a good time to applaud all of the employees who share their time, talents and resources to help build a better world, whether it is through supporting environmental initiatives in their communities or serving in other ways.

It is impossible to highlight all that employee volunteers do for our communities, but some that stand out include:

- Helping clean up the Duwamish River in Washington state and the spoil islands off the coast of Florida
- Helping preserve wetlands in Japan
- Protecting endangered plant species near Moscow
- Replanting trees devastated by wildfires in California and Australia
- Repairing and improving homes for the elderly and disabled in St. Louis
- Spearheading a project in Seattle to recycle used Boeing safety goggles while giving employment to military veterans



Employees have accomplished all this and more through partnerships with community-based nonprofit organizations including Boeing's Employees Community Fund. (See related story on Page 9.)

Volunteering also gives us the experience that develops and demonstrates our skills. We learn new things about ourselves and others when we volunteer—which expands our perspective and adds to the diversity of thought we can bring to the workplace. And we build new relationships that can expand our horizons.

Our volunteering—no matter what form it takes—helps the company establish partnerships with trusted community organizations, where we can increase our impact by joining with other corporate and community volunteers. Ultimately, the people you help now are people who could come back stronger to help others—and their communities—grow and thrive.

For all of those reasons, getting out and active in our communities as a volunteer is a win-win result for each of us—and for the company. This year we should challenge ourselves to find the time to help, whether it is in recognition of Earth Day, or just the recognition that community service helps all of us.

Volunteering, too, deepens our sense of pride in the company. How many of you have come home from participating in a community service activity that helps the environment, or a walk for charity and just felt good—tired, maybe—but good? And when you went into work the next day you still carried the energy of that event inside. Besides feeling good, you made decisions that had real impact. That's the Boeing spirit. ■

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