

# THE REASON

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UNTIL THERE'S A CURE... CLEANING FOR A REASON®  
www.cleaningforareason.org

IT'S TIME TO PINK IT UP FOR CLEANING FOR A REASON WEEK, APRIL 18-24!

## VOLUNTEERS, THE UNTAPPED RESOURCE

### DEVELOPING A PLAN FOR INVOLVING VOLUNTEERS

*"When you're surrounded by people who share a passionate commitment around a common purpose, anything is possible."*

*~Howard Schultz*

Are you a business inundated with work but short on resources? Volunteers can bridge the gap and provide valuable assistance without breaking the bank. If you're a business committed to giving back to the community as part of your business identity, consider this: Because volunteers are often motivated by an internal desire to support a cause, they may exhibit more passion and willingness to go above and beyond.

While your current staff might be burned out, volunteers are likely to exhibit genuine excitement about getting involved in a cause that you serve.

#### RECRUITING VOLUNTEERS

Did you know there are many people in your community who want to volunteer their time and make a difference? **Volunteers are the unpaid workforce available to further the goals and to help meet the needs of organizations.** For businesses, charitable giving has an added benefit: It provides networking and marketing opportunities, while also increasing your business presence in the community.

Under the Fair Labor Standards Act (FLSA), a volunteer will not be considered an employee if the individual volunteers for humanitarian objectives without expecting to be compensated. Volunteers are typically part-timers and do not displace employees. In addition, to avoid the possibility of coercion, the Department of Labor (DOL) takes the position that paid employees may not volunteer to perform the same type of services for their employer that they are normally employed to perform. In other words, while you cannot ask your cleaning technicians to clean voluntarily for

KEEP CALM  
AND  
DONATE  
CLEANINGS WITH  
VOLUNTEERS

you (i.e., without compensation), you can sign up volunteers to perform charitable cleanings.

There are many different avenues to explore when looking for volunteers. **Social media** is a great way to engage and grow a volunteer base. A simple post might read, "We need you! Our company is looking for volunteers to help clean for cancer patients and we are creating a volunteer network to help even more cancer patients. Another simple option is to create a **short video** explaining how fun and easy cleaning is and post to your website and social media.

*Continued on pg. 2*

## PARTNER SPOTLIGHT: HARMONY CLEAN, INC. ON WHY COMPASSION MAKES BUSINESS SENSE

### Doing the right thing and providing community support feels good.

Why do we participate in Cleaning For A Reason, diverting our team's potential income-producing time to clean for local woman for free? Our Human Resources Associate and Cleaning For A Reason Coordinator, Kim, says it best, "It's humbling to say the least... and it feels good to do good."

We've all been touched by the dreadful tentacles of cancer through our personal circles of family and friends. In the nine years Harmony Clean, Inc. has participated in this program, we have seen much gratefulness in the women and their families that we have served. Sadly, we have also experienced the passing of seven of our clients, in addition to a vibrant, former employee. Those losses weigh heavily on each of us. But knowing we did all we could to help them during their time of need helps us both personally and professionally to carry on, so we can help others when the need arises.

Comments like these are part of what keep us working so hard to serve as many women in need as we possibly can through Cleaning For A Reason:

*"Thank you so much yet again for cleaning my house, while I'm unable to. It certainly needed it. You are angels."*

*"It was wonderful coming home to such a clean apartment. Your generosity and kindness are a blessing. Thank you so much!"*

### Growing our business through cause marketing makes good business sense.

We all need to make a living, support our families, and run successful businesses, so our employees are assured a good paycheck so they can support their families, and so on. But sometimes people become uncomfortable when you talk to them about the marketing side of charitable cleaning.



By being successful in business, we can be more helpful to others and are able to take on greater social responsibility and community support. We have gained new clients when a neighbor learns that we are providing free house cleaning for their friend who is undergoing cancer treatment. While expanding our business is not our primary motivation for participating, new business does help offset the cost of donating cleanings. In our nine years of participation, we have cleaned for 83 local women and contributed over \$38,000 of free cleaning. We extend our geographic zone five miles beyond our normal service area if there is a woman who needs our help. This program means the world to our company and our staff, and we are truly grateful and humbled to participate.

We do everything we can to spread the word about our partnership with the foundation, including recently obtaining a Proclamation from our town's mayor for Cleaning For A Reason Week, April 18-24. The process could not have been simpler. We downloaded the materials from the Maid Service Resources Page,

tweaked the templates with our information, emailed the mayor, and then two weeks later received official approval. Our local media and Chamber of Commerce will be printing our press releases, and we'll publish the story on our local Patch.com. We'll link the story on Facebook, Google+, and our blog, and The Philadelphia Business Journal will also likely run the story. Not only does this bring excellent awareness to this amazing program, but each time our company name and website links are mentioned it's free marketing for us with a definite, positive impact.

To further spread the word about the program, we give a quarter page flier to all prospective clients when doing an in-home quote. A popular local woman's clothing shop posts signs in their dressing rooms for us, and we prepare a stack of fliers for every charitable or networking event we attend. We not only want people to know we care about our community, but also that we sincerely want to help each woman with cancer who may need us. And unless we promote it, they may never know our help is here for them.

## WELCOME NEW PARTNERS

**A Clean Sweep London** London, OH  
**A+ Custom Cleaning, Inc.** Roanoke, VA  
**Clean Freaks Cleaning Service** Chicago, IL  
**Cleaning Solutions of CT** Danbury, CT  
**Corner to Corner Cleaning Service, LLC** Arlington, VA  
**Diana's Cleaning Service** Kent, WA  
**Ecoclean** Ogden, UT  
**Eldredge Cleaning, LLC** Royersford, PA  
**Focus Reliable Cleaning Service, LLC** Montgomery Village, MD  
**Four Seasons Professional Cleaning, Inc.** Kirkland, WA  
**Handmaid Cleaning** Walla Walla, WA  
**Home Sweet Clean** North Port, FL  
**Houndstooth Clean** Neversink, NY  
**J&A Cleaning Services** Hayward, CA  
**Ladybug Custom Cleaning** Zebulon, NC  
**Lansdale Cleaning** Hansville, WA  
**Love My Maids** Grand Prairie, TX  
**Lucy's Cleaning Services** Greeley, CO  
**Maid Right of Durham** Durham, NC  
**Master Broom Janitorial Cleaning Service** Hampton, VA  
**Merry Maids of Holyoke** Holyoke, MA  
**Native Girls & Crew Cleaning, LLC** Johnstown, CO  
**Precision Cleaning Services** Henning, MN  
**Pro-Team Cleaning & Janitorial** Bakersfield, CA  
**Raleigh Cleaning Company, Inc.** Wake Forest, NC  
**Sparkle & Shine Cleaning Services, LLC** Snellville, GA  
**Total Home Cleaning** Summit, NJ  
**Two Bettys Green Cleaning Services** Minneapolis, MN  
**Two Maids & A Mop of Baton Rouge** Baton Rouge, LA  
**Two Maids & A Mop of Charlotte** Charlotte, NC  
**Two Maids & A Mop of Orlando** Orlando, FL  
**Two Maids & A Mop of Savannah** Savannah, GA  
**White Glove Standard Cleaning** Simpsonville, SC  
**Zen Home of NY** New York, NY

### CLEANING FOR A REASON CORE VALUES



FREE  
*House Cleaning*  
FOR WOMEN UNDERGOING  
TREATMENT FOR CANCER

DELIVER OUR PROMISES WITH  
COMPASSION to our customers  
and partners

Provide TRANSPARENCY in all we do

Be HONEST AND ETHICAL in our  
actions and words

Hold a PASSIONATE COMMITMENT  
to our vision

Be RESPONSIBLE in the  
management of our resources

INSPIRE others

## Sponsors





## FROM THE FOUNDER’S DESK

I love the idea of reaching out to our communities and giving volunteers the opportunity to make a difference in the lives of our cancer patients. The use of volunteers in your business will allow you to continue to partner with Cleaning For A Reason or could even allow you to serve more patients. Realizing the potential of how volunteers in our communities can help us succeed has been very informative for me. Volunteers have an enormous impact on the health and well-being of communities worldwide.

I was very surprised at the response I received after making just one announcement at my local Chamber of Commerce. There were many professional businesses that were interested in getting involved and were even looking for service projects. I realized that so many people want to help such a great cause and have an impact on someone that is in need.

I talked to one CEO in the Dallas area about his employees and volunteering. It turns out that he actually has hundreds of employees throughout the United States, including 80 Dallas employees that get paid time off to volunteer. How amazing is that? Volunteering can be inspirational for staff and also great PR for his company, the individual, your company, and the cause. Local businesses actually want their employees to be an active part of their communities.

I'm also in the process of approaching my local mayor to come clean with me during Cleaning For A Reason Week. If that happens, can you imagine the press and awareness that will be created? There is such an incredible amount of exposure and good will that is created when you are

actively giving back in your community. People love to help and get involved.

The goal is to use volunteers who are eager to give back to their communities and looking for a great cause. As your volunteer program takes off, reward the volunteers, their businesses, and your company by taking pictures and posting on all of your social media sites. Volunteers can help your company not only succeed and grow, but also have an even greater impact on cancer patients who are in need of assistance. Potential volunteers just need to know about your company and the cause of free house cleaning for women battling cancer.

Here's the information I have on my cleaning company's website to sign up volunteers (see volunteer form at <http://www.bucketsandbows.com/charities/volunteers>).



*“We’re looking for civic minded individuals who have a heart for volunteering! If you’d like to give back by volunteering your time to clean the home of a cancer patient, we’d love to talk to you! You can donate any amount of time you’d like, as often as you’d like. You can volunteer one day a month, one day a week, or whatever suits your schedule. We have great training and tons of support. Volunteering is fun, personally rewarding, and very educational!”*



## CHARTER PARTNERS

- American Maid Cleaning, LLC
- Buckets & Bows Maid Service, Inc.
- Clean & Simple Cleaning
- Complete Custom Cleaning, LLC
- Dial A Maid, LLC
- Domestic Aide of Tulsa
- Domestic Service Resource, Inc.
- Guarantee Girls
- Imperial Cleaning Company
- Jo Ann's Home Solution (formally Jo Ann's Professional Cleaning)
- Johnny Sparkles Cleaning
- Life Maid Easy
- Lilly's Cleaning Service, Inc.
- More Time for You
- Never Clean Again
- Partners In Grime – MO
- Pearl's Home Cleaning Angels
- Pride Klean Service Corp
- Teresa's Family Cleaning, Inc.
- The Cleaning Authority – Nashville
- The Cleaning Pros, Inc.
- The Cleaning Solution
- The Upstairs Maid

## VOLUNTEERS, THE UNTAPPED RESOURCE

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To promote good citizenship, local community centers and city/town halls usually have **lists of organizations looking for volunteers** in your area. Submit your information. You can also visit your local **Chamber of Commerce**. Tell them about Cleaning For A Reason and what your company does for women battling cancer.

There are individuals that want to roll up their sleeves and volunteer their time rather than just write a check. Many local businesses are also looking for service projects as a type of company or team activity. The options are endless when you consider how you can actively invite each of your communities to volunteer.

### GETTING STARTED

With some general guidelines, getting started can be easy. **Background checks** must be performed on every volunteer. As with your staff, background checks verify the information provided by applicants through a resume, volunteer application, or interview. The benefits of background screening include an increase in applicant quality, reduced liability and losses from dishonesty, and avoiding negative publicity. After all, prior history is a good predictor of future performance.

Be prepared to **train volunteers**, but it can be a condensed training with the focus on the critical guidelines. Volunteers will need to know the basics like what cleaning supplies and techniques to use, no smoking, and any special instructions that are part of your business practices.

Set specific **goals and objectives** for volunteers, defining how volunteers will make a difference. Because you are using the volunteers in a limited way from your paid staff, the objectives would be much simpler. Also, highly recommended, **do not send out your volunteers with your trained paying staff**. The volunteers will likely not be working at a professional pace or be trained like your paid staff.

**Boundaries** should be set up and discussed with both the volunteers and with your cancer patients. This allows the patient to know exactly how long and what

## WHY USE VOLUNTEERS?

- Volunteers save money.
- Volunteers bring renewed energy and excitement.
- Volunteers increase community ownership—The more community members are involved in your cause, the easier it will be to gain support for the cause.
- Volunteers help you do what you set out to do.

will be cleaned. For example, you can tell patients that the cleaning tech is there for two hours and create a list of cleaning tasks based on what you have trained the volunteer to do or you can have the patient prioritize the cleaning list in order of importance to be completed as time allows.

While on the job, volunteers must be covered by your cleaning company's **insurance**. This protects everyone involved and also makes your company more attractive to volunteers who know they have insurance coverage in place, while doing their volunteer work.

The key is that **volunteers would engage in charitable cleanings on a regular basis**. Donated time could be as simple as two hours a week, every other week, or even one day a month. Setting a company goal of three to five regular volunteers during the month is a great start.

### RECOGNIZING VOLUNTEERS

Do **publicly recognize and thank your volunteers**. This can easily be accomplished through newsletters, social media, and websites. As they say—"a little thanks goes a long way!" Some companies hold an annual Volunteer Appreciation dinner—the costs

of which may be covered by local merchants—or a potluck dinner in which everyone shares. Special ball-caps or T-shirts with your company's name on it in a color that's reserved and recognized in the community for volunteerism is another approach.

Over time, you can use data from volunteers to show how a volunteer program has increased the number of cancer patients you serve in your community. The **return on your investment** with these volunteers to your company and the cancer patients will outweigh the few initiatives that need to be completed at the start-up. Cleaning companies that drop their partnership with the foundation due to being short-handed are really not solving the problem. The company is likely still short-handed. There are so many companies that struggle even to keep up with their paying clients.

For more information about using volunteers to donate house cleanings, go to Maid Service Resources Page, March 2016 Teleseminar, *How To Go From Being Short-Staffed to Over-staffed & Help More Patients*. For additional questions or comments, feel free to contact the foundation at [info@cleaningforareason.org](mailto:info@cleaningforareason.org).

## SAVE THE DATE



**Mark your calendars for our upcoming Teleseminars (4PM CDT)**

**May 18 – How To Set Up A Successful Cleaning For A Reason Program In Your Business**



**give.mobi/clean**  
[scan code or enter URL]

**Scan the QR code or type in the URL to donate.**

Your support today will allow us to provide free house cleanings to women undergoing treatment for any type of cancer.

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