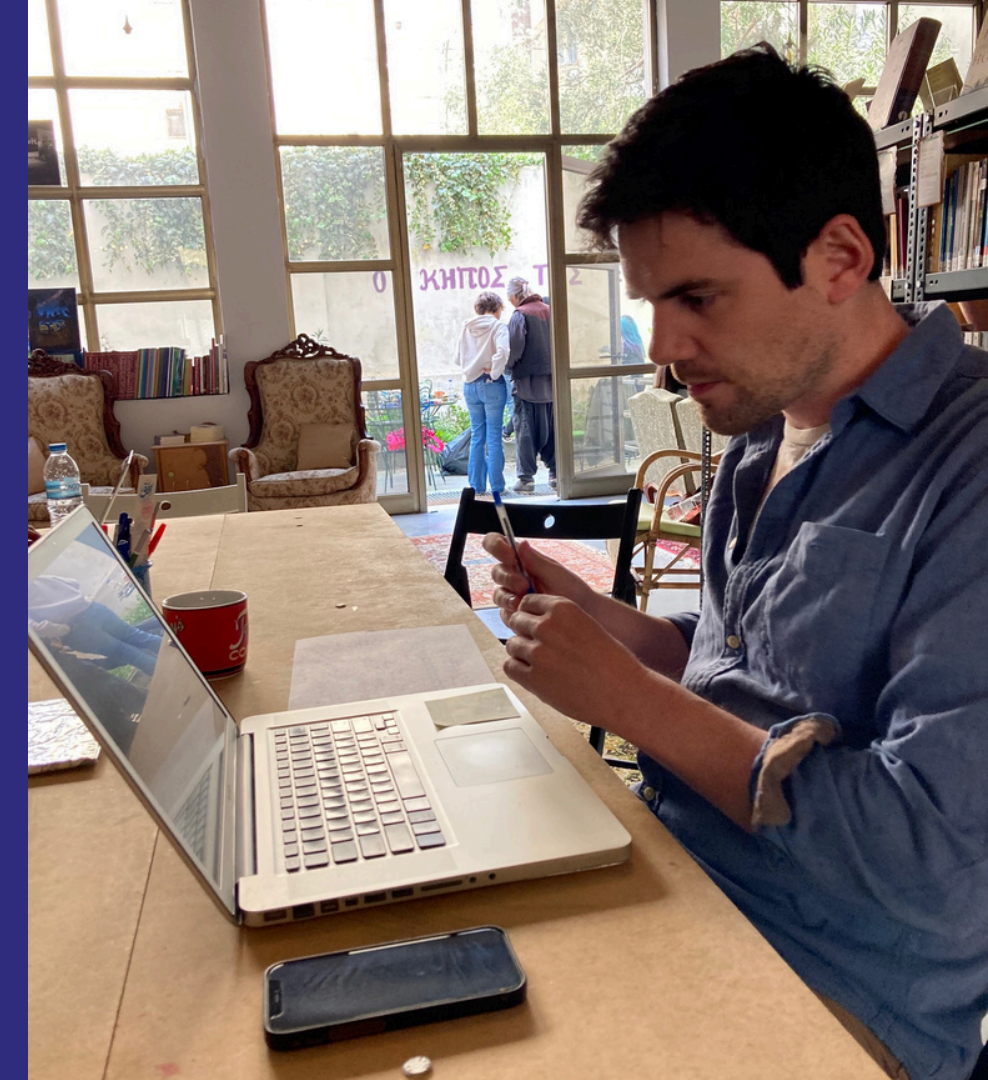


Greece Retreat Team Volunteering

with Greece's only Multilingual
& Cultural Center,
We Need Books



WE
NEED
BOOKS



Description + Overall Impact Stats:

Over the course of two days at We Need Books, Customer.io volunteers provided various types of organizational support, including marketing, IT, gardening and library shelving services. We Need Books also led volunteers on a guided walking tour of the historic Kypseli neighborhood, which is a vibrant immigrant community! All volunteers even brought their favorite books and donated them to the library.



35

volunteers



105

hours served



22

books donated



\$3,885

in-kind value



\$250

company donation



5

memberships
purchased



\$4,828

total value

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Impact Stats by Teams

Marketing and Social Media Team

Developed:

- An email plan
- A marketing content calendar
- A hashtag strategy
- A linking strategy
- A 90-day event promotion plan

Gardening/Painting Teams

- Cut back overgrown plants and hanging ivy
- Weeded and planted new plants
- Primed and painted the garden walls

Book Team

- Sorted and alphabetized over 200 French books
- Sorted and alphabetized over 50 Arabic books
- Wrote 20+ book summaries and recommendations in Italian, Spanish, German and Portuguese to be used as content for social media to help connect with these multi-lingual communities

IT Team

- Programmed 8 tablets with 13 educational apps (Khan Academy, Coursera, edX, Duolingo, etc.)
- Added a firewall to protect tablets from explicit content
- Crowdsourced WiFi from team members to install apps

Ο ΚΗΠΟΣ ΤΗΣ ΕΥΑ ΓΓΕΛΙΑΣ





“Ioanna and Nadir are doing amazing work and it's obvious that they are very passionate.”

During our company retreat in Athens, Greece, we volunteered our time to the We Need Books Library and Cultural Center. Some of us offered our marketing skills, some of us provided translated synopses from various books, and some of us put in manual labor by painting the walls and working in the garden. It was a great time and I hope to cross paths with them again.”

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We Need Books Testimonial

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“ It meant a lot to the team of We Need Books, that what the organisation is about resonated with the volunteers of Customer.io. We were touched to see young professionals apply themselves with such passion to help us with tasks that would have taken us months to achieve ourselves. The two days that we spent together a lot of work got done, but we also had fun and we were able to speak more about the library and receive valuable feedback. We are so grateful for the time, spirit and effort everyone put in!

- Ioanna Nissiriou, We Need Books



Employee Feedback

- “ It was awesome. We were made very welcome by the host organization. I believe that we were genuinely able to help them in the time we had there.
- “ It was a blast to meet the organizers who are pouring their hearts into supporting their community. Was great to work with team members I don't usually work with on something that helped the org.

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Employee Feedback cont.

- “ We volunteered at "We need books" in Greece - an amazing experience, the founders have a great energy
- “ I love to put my money toward things that I support. The library had some merchandise that was available for purchase, but it wasn't a focal point of the event. It should be.
- “ The highlights for me were painting the wall (I was looking for physical vs mental work), hearing the story of we need books, meeting the people behind it, and getting a sense of their impact in their community. I was really grateful that Percent Pledge was there too and for the work setting up the opportunity.
- “ This was a great model for it. I'd love to see more volunteer opportunities on our team retreats.
- “ The organization we partnered was wonderful. It was a joy to meet some of the folks who ran the organization and learn about its origin story and mission. I was part of a painting crew and was definitely put to work - which made me feel like my time there was impactful! To top things off, we were given a tour of the neighborhood that We Need Books serves and were told about the rich culture and community that is present in the area. It was an amazing experience both to serve and to learn.

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Employee Feedback cont.

“ The experience was incredible. Karn and I teamed up to get 9 Samsung Galaxy Tabs that had been donated by the UN but remained unused. We set that up to restrict explicit content, multi-lingual learning apps etc. The highlight was that the internet speed was inadequate to set up all the apps for all 9 tablets... It was a unique experience and I loved it! The library was a great partner and they loved us and made every effort to make it easy for us to volunteer.

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Employee Feedback cont.

“ My group volunteered on the 2nd day at WeNeedBooks, a group of about 12. We helped create and finalize a social media content calendar, build an email marketing strategy, and finished painting the walls outside that the previous group had started. It was amazing to hear the story of how WNB was founded and started, and finishing by taking a walk through the community and hearing about how WNB is making a difference in the local community. It felt like our group was able to make a big impact with how many languages our team speaks to help with coding and writing summaries of the books. Volunteering during our company retreat was the highlight of the whole retreat in my opinion!

“ The organization was a great partner in my opinion! Coming from an immigration background myself I understand and value the place they're building to support their community. We got to help them in a variety of ways, from technical setup to outreach strategy planning.

“ It was good! I sorted Arabic books into fiction and non-fiction. The founders of the non-profit were rather unique - I'm not sure if it was started by someone from Greece or not - but I think it was overall a good experience.

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Employee Feedback cont.

“ We worked with WeNeedBooks in Athens and I was in the IT team. So we ended up setting up 8 donated Samsung Tablets for kids. We set up a DNS Firewall for them to restrict access on Explicit Content. We also ended up installing a bunch of educational apps like Duolingo, Khan Academy, Coursera, Codecademy, edX, etc. It was a lot of fun and felt really good.

“ The experience with "We Need Books" was fantastic. They set the scene about their mission to get us inspired to help, and then had clearly prepared tasks for us to jump into. They were extremely grateful for our help, and kept checking in to see if we needed anything from them to do our best work. It was an honor to be involved with such a great project and cause.

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Employee Feedback cont.

“ It was wonderful to volunteer at a place where it felt like we were tangibly helping. Some volunteer experiences feel as though they're tailored to making the volunteers feel good, rather than to help the non-profit or group in need. Instead, this volunteer opportunity seemed to make a tangible difference!

“ I thought it was already really good, I wouldn't change anything about it

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Employee Feedback cont.

“ Indeed when you give more the happier you feel. Everyone was chatty while we worked, taking pictures, our partner WeNeedBooks even provided us refreshments, which was so thoughtful of them. Afterward we had a quick tour of the neighborhood, which made all our effort resonate even much more. I felt we had contributed to the community, and had a sense of accomplishment and identity. The team participated in marketing, configuring IT equipment, sorting foreign books in fiction and non-fiction, gardening, and painting. I participated in the last two.

“ The experience at WeNeedBooks in Athens was amazing and very fulfilling. I paired up with Pranav from CS Team and we set up 8 donated SAMSUNG tablets for kids to learn from. We added a firewall to protect them from explicit content and installed a bunch of educational apps like Khan Academy, Coursera, edX, Duolingo, etc. We crowdsourced WiFi from our team members to install those apps. 😊. People at WeNeedBooks were really nice in helping us out with any doubts as well. They had a list of things that they wanted for the kids and I hope we were able to fulfill those.

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Gives Back

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**Percent
Pledge.**