



*Volunteer Project Coordinator  
Resource Guide*



Dear CarMax Associate,

The CarMax Foundation is committed to helping you plan and execute a rewarding and meaningful team-building experience for your team of CarMax Associates. We've prepared this guide to make it easier for you to successfully coordinate your volunteer activity, and to make sure your community organization receives the grant from the CarMax Cares Volunteer Grants Program.

As the Volunteer Project Coordinator (VPC), you'll be responsible for coordinating your chosen volunteer team-building activity from start to finish. You'll also serve as a liaison between CarMax, The CarMax Foundation, and your community organization. Your duties include planning resources, directing volunteers on the day of the project, and helping to evaluate the project so similar events can be made even better. This resource guide provides the information you'll need, including a quick guide, an outline of your specific responsibilities, and the necessary forms.

If you haven't yet chosen your volunteer event, The Foundation is available to help you find resources, organizations, and activities that fit your needs. Examples of acceptable activities include building repairs and painting, sorting food at a food pantry, delivering food to homebound people, and reading to seniors or children. Please contact me if you have any questions. We look forward to working with you and your teams!

Sincerely,

Sharon R. Handley  
CarMax Foundation Manager  
Phone: (804) 935-6152  
Fax: (804) 935-4516  
sharon\_handley@carmax.com

## *Volunteer Project Coordinator Quick Guide*

- Work with your Location General Manager or Department Manager to come up with a team-building idea, a list of potential organizations, date options, etc.
- Once an organization has been chosen, contact the organization to:
  - Introduce yourself to the Volunteer Coordinator and get his/her contact information
  - Select a date and time for a volunteer event
  - Confirm that it is a 501(c)(3) nonprofit organization and get the Tax ID number
  - Get a list of project opportunities, depending on the number of volunteers you have
  - Determine if a site visit is necessary and schedule
  - Discuss any photo limitations
  - Discuss supplies that will be necessary
- Use the information from the organization to complete the **Volunteer Matching Grant Application** and fax it to The CarMax Foundation (804) 935-4516) before the event (two to three weeks before the event is ideal).
- Communicate the details of the volunteer event to your team:
  - Date, time, and length of event
  - Location and directions
  - Photographer assignment(s)
  - Appropriate attire (See following pages concerning CarMax Cares t-shirts)
- Arrive at the organization about 30 minutes before the scheduled team-builder to review the day's agenda with the organization's representative(s) and give him/her the **Nonprofit Organization Volunteer Project Evaluation** to fill out and fax to The CarMax Foundation immediately after the event.
- Let the organization know that The CarMax Foundation will contact it to complete the application for the volunteer grant.
- Greet volunteers as they arrive and have each Associate volunteer complete the **sign-in sheet**. This should be faxed to The CarMax Foundation immediately after the event. This should not be filled out prior to the event.
- Make volunteers aware of the day's agenda, their specific tasks (if any), location of the restrooms and any refreshments, and any organization representatives that they may be working with.
- Make sure that cleaning is fit into your agenda. Do not leave your work supplies or trash lying around, and do not leave the organization until any messes are cleaned up.
- After the event (either that day or the next work day), please give each Associate volunteer a **Volunteer Event Participant Evaluation** to complete. He/she can either fax it to The CarMax Foundation, or you, as the Volunteer Project Coordinator, can collect them to fax or inter-company mail all together.
- Thank your team (e.g., letter, email, meeting announcement) and emphasize the value of their contribution to your community!



## Volunteer Matching Grant Application

Please return to Michelle Ellwood, Public Affairs, by email at [michelle\\_ellwood@carmax.com](mailto:michelle_ellwood@carmax.com) or by fax at (804) 935-4516.

### Volunteer Project Coordinator

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Store #/Dept. Name: \_\_\_\_\_

Phone number: \_\_\_\_\_

Email address: \_\_\_\_\_

### Volunteer Project Description

Organization name: \_\_\_\_\_

Organization address: \_\_\_\_\_

Organization EIN/Tax ID number: \_\_\_\_\_

Phone number: \_\_\_\_\_

Contact extension: \_\_\_\_\_

Contact email address: \_\_\_\_\_

Have you worked with this organization in the past? [  ] Yes [  ] No

If yes, please explain:

Project Title: \_\_\_\_\_

Project Description: \_\_\_\_\_

\_\_\_\_\_

Projected (or approximate) date of activity: \_\_\_\_\_

Number of CarMax Associates involved: \_\_\_\_\_

Number of hours each Associate volunteered: \_\_\_\_\_

Approved by (must be either the Location General Manager or Department Manager):

Signature: \_\_\_\_\_

Name (please print): \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_





## Volunteer Event Participant Evaluation

Date of Project: \_\_\_\_\_ Volunteer Project Coordinator Name: \_\_\_\_\_  
Organization: \_\_\_\_\_ Project Name: \_\_\_\_\_

Thank you for taking the time to complete this survey. Your feedback will help us to improve the quality of our volunteer program. Your individual comments will remain anonymous.

1. Were you the Volunteer Project Coordinator (VPC)? \_\_\_Yes \_\_\_No (If no, skip to question 3.)
  
2. Was your team able to reach the goals and objectives set for the project?  
[ ] Yes [ ] No  
If no, why? Comments?
  
3. Using a scale of 1 to 5, where 5 means you strongly agree with the statement and 1 means you don't agree at all, please rate the following statements based on your experience with this project:  
  
[ ] The project details were clearly defined and communicated to me.  
[ ] The project was well organized.  
[ ] The nonprofit organization was prepared for the service we were performing.  
[ ] I gained a better understanding of my community.  
[ ] The event provided an opportunity to bond with colleagues.  
[ ] The event was fun.  
[ ] I felt that I made a positive contribution.  
[ ] Overall, I was satisfied with the event.
  
4. Would you recommend that CarMax participate in similar projects in the future? [ ] Yes [ ] No
  
5. What would you suggest that CarMax do to enhance the experience in the future?
  
6. What did you like best about the program?
  
7. What did you like least about the program?

Comments:

Please return to Michelle Ellwood, Public Affairs, by email at [michelle\\_ellwood@carmax.com](mailto:michelle_ellwood@carmax.com) or by fax at (804) 935-4516.



## Nonprofit Organization Volunteer Project Evaluation

Organization Name: \_\_\_\_\_

Contact Person's Name and Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Date of Project: \_\_\_\_\_

Project Coordinator at CarMax: \_\_\_\_\_

Please rate the following on a scale of 1 to 5 (1 = poor, 5 = excellent)

- The event overall
- Organization of the project
- Communication with CarMax Associates
- Enthusiasm of volunteers
- Volunteers' courtesy toward your staff/clients
- Professionalism of volunteers

Would you work with CarMax volunteers again?  Yes  No

Additional comments/suggestions:

May we use your comments?  Yes  No

Please return this evaluation to:

**Michelle Ellwood**  
Public Affairs  
CarMax Auto Superstores, Inc.  
12800 Tuckahoe Creek Parkway  
Richmond, VA 23238  
Fax: (804) 935-4516  
Email: [michelle\\_ellwood@carmax.com](mailto:michelle_ellwood@carmax.com)

## *Volunteer Project Coordinator Guidelines*

- The beneficiary organization must be a verifiable, IRS-designated 501(c)(3) public charity located in the United States.
- The Location General Manager (stores) or Department Manager (Home Office and CAF) must approve project applications before submission to the Foundation Manager.
- Teams should have a minimum of five (5) CarMax Associates as participants and must volunteer for at least 1.5 hours.
- The grant check is processed after verification of the completion of the activity.
- Generally, the following types of projects don't fall within CarMax guidelines:
  - Projects strictly serving religious, political, or fraternal initiatives
  - Projects that advocate, support, or practice unlawful discrimination
  - Programs that would pose a potential conflict of interest for CarMax, or are not aligned with our core Home Office values

### Attire

All CarMax Associates are asked to wear CarMax Cares t-shirts during corporate volunteer projects. T-shirts are available on the CarMax World and should be ordered at least two weeks before the project. Please remember that The CarMax Foundation cannot purchase these or reimburse you for them.

### Public Relations

Volunteer projects are key opportunities to promote CarMax's commitment to our communities. Some things to consider:

- Designate a photographer to record the day's activities and/or provide each participant with a disposable camera to capture before and after photos showing what you've done
- Photos should be emailed or printed and sent to Michelle Ellwood, with captions that include project descriptions and volunteers' names and positions
- If you think your project is news media-worthy, contact Trina Lee in the PR Department at (804) 747-0422, x4197 as soon as possible to discuss the event

### Volunteer Communication

Volunteer communication can take place in a number of ways and can vary depending on the length and form of the project. Here are some ways you can communicate with your volunteers:

- Conduct an on-site orientation the day of the project to go over project-specific and CarMax-specific information
- Send an email to volunteers to explain the goal of the project and provide important information about the nature of the project and organization
- Meet with your volunteers a day or two before the event to go over project details

Topics should include:

- Mission of the organization
- Nature and value of the project
- Skills needed
- Amenities/refreshments
- Date and time, location, and transportation options
- Work assignments, with clear goals and objectives
- Appropriate attire

## Forms

This resource guide includes a copy of all the forms you'll need to complete for your volunteer project, so the organization can receive the volunteer grant.

- Volunteer Matching Grant Application—Please get this to The Foundation before the event
- Volunteer Event CarMax Associate Sign-In Sheet—Please fill this out at the event, not before
- Volunteer Event Participant Evaluation—Make copies for each team member
- Nonprofit Organization Volunteer Project Evaluation—Please take this to the volunteer event so that the organization can complete it after you leave

# *Volunteer Project Coordinator Responsibilities*

There are many crucial roles you'll fulfill as a Volunteer Project Coordinator (VPC). The key areas are listed below, as well as questions and considerations to keep in mind as you gather and transmit information.

## **Nonprofit Organization Liaison**

### ***Site Visit***

As a VPC, you must schedule a site visit before the project date to meet your organization contact at your project location. When conducting a site visit, make sure the facilities will support your volunteers and designated project. Some questions to ask:

- Bathroom facilities?
- Electrical outlets?
- Sufficient parking?
- Adequate space for the activity (e.g. car placement at a car care clinic)?
- Publicity opportunities (e.g. a photo in the organization's newsletter)?
- Chance for volunteers to interact with people the organization serves?

### ***Volunteer Orientation***

Arrange to have someone from the organization present the day of the event to welcome volunteers and give a brief introduction about the organization's mission.

- Find out the ideal time for the introduction — at the beginning, during a break, etc.
- Remind the contact not to solicit donations or additional independent volunteers during this time. It would violate the CarMax Solicitation Policy.

## **Logistical Coordinator**

### ***Transportation***

When examining the logistics of the project, it's important to get clear directions and find out how CarMax Associates will get to the project site.

### ***Refreshments***

If your team is working outdoors, your department should provide snacks and coolers with ice and bottled water or sports drinks. The CarMax Foundation cannot reimburse department teams for refreshments.

### ***Project Logistics***

As you coordinate project details with the organization, be sure to consider:

- Types and variety of projects
- Rain date, if necessary
- Project completion timeframe
- Equipment needs
- Opportunities to include people served by the organization
- Disposal of garbage, such as tree clippings
- The organization's additional "wish list" of projects (share with Sharon Handley for future use)
- Project modification if number of volunteers changes

### ***Safety***

Because various liabilities are associated with corporate volunteer projects, be sure to determine:

- Possible risks, including waivers that might be required
- Special training or particular skills needed to complete the project
- Clear understanding of scope and possible impact on volunteers with special needs

Use your best judgment. If you question the project safety, discuss your concerns with Sharon Handley. You may need to find a different project.

### ***Supplies/Materials***

Ask your organization contact what equipment and supplies are needed, and if they'll be provided. Volunteers may need to bring their own tools.

## Supplies/Materials Checklist

This is only a suggested project checklist — the materials for each project may vary. Please remember that the Foundation cannot reimburse you for project materials.

### Administrative

- T-shirts
- Sign-in sheets
- Cameras/film
- Organizational risk waivers, if applicable

### Painting

- Masking tape
- Ladders
- Goggles
- Masks
- Hand cleaner
- Scrapers
- Wall cleaner
- Rubber gloves
- Buckets
- Straight-edge razor
- Drop cloths
- Rags
- Rollers/extension poles

### Outside Yard Work

- Trash bags
- Canvas gloves
- Pruning shears
- Hedge clippers
- Garden hose
- Rakes/shovels

### Cleaning

- Multi-purpose cleaner
- Sponges/rags
- Brooms and dustpans
- Paper towels
- Mops
- Glass cleaner
- Rubber gloves
- Buckets
- Floor cleaner

### Miscellaneous Items

- Sunglasses
- Sunscreen
- Bug spray
- Bottled water
- First aid kit
- Food/snacks
- Radio/music
- Antibacterial wipes

## Sample Project Timeline

Time Frame	Action Item
1-2 months	<ul style="list-style-type: none"><li>• Determine volunteer project and number of volunteers</li><li>• Get LGM (stores) or Department Manager (Home Office and CAF) to approve event and sign application</li><li>• Submit Volunteer Matching Grant application to Michelle Ellwood as soon as possible</li><li>• Contact organization to discuss project</li><li>• Develop project file and to-do list</li><li>• Schedule and conduct site visit</li></ul>
1-2 weeks	<ul style="list-style-type: none"><li>• Coordinate refreshments (if necessary)</li><li>• Make transportation arrangements</li><li>• Make a list of supplies and materials needed</li><li>• Order t-shirts</li><li>• Conduct orientation</li><li>• Appoint photographer</li><li>• Confirm project details with the organization, including any pre-project work that needs to be done (e.g., power-washing house before painting), supplies, and materials</li></ul>
2-3 days	<ul style="list-style-type: none"><li>• Email or call volunteers to confirm participation and give them an overview of the project's start time, transportation information, attire, and necessary or suggested supplies (e.g., work gloves)</li></ul>
30 minutes before start	<ul style="list-style-type: none"><li>• Arrive early to ensure supplies are ready, confirm the day's agenda, lunchtime, and any other last-minute details</li></ul>
Start time	<ul style="list-style-type: none"><li>• Greet volunteers and direct them to sign-in sheets, nametags, etc.</li></ul>
End time	<ul style="list-style-type: none"><li>• Remind organization contact to return non-profit evaluation form to The CarMax Foundation</li><li>• Thank everyone for their participation</li></ul>
1-3 days after the project	<ul style="list-style-type: none"><li>• Send volunteer sign-in sheets and photos to Michelle Ellwood</li><li>• Send "thank you" note or email to all participants and remind them to complete an evaluation</li></ul>

Grant checks are processed once the project file and sign-in sheets are turned in and the organization applies online for the volunteer grant.