

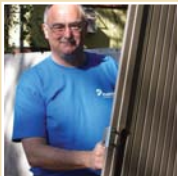


Dominion[®]

DOMINION RESOURCES: Energizing volunteers for community service



Looking at Dominion's robust site-based volunteer practices from a companywide perspective, including policies, led to improvements in community involvement at both the site and company levels.



Overview

Dominion is one of the nation's largest producers and transporters of energy. The company serves retail energy customers in 12 states, and its outreach is directed primarily to the states in which it provides electricity and natural gas: Virginia, Pennsylvania, Ohio, North Carolina, and West Virginia.

Dominion employees have worked for years with local agencies on projects to improve the environment and the community as part of the "Putting Our Energy to Work for the Environment" campaign. All non-union, full-time employees are given a day off of work each year for volunteer service. In addition to the tangible benefits to local agencies, the employees learn teamwork and leadership.

"The volunteer experience connects our company to the community in ways that our pipes and wires cannot," said Tom Farrell, chairman, president, and CEO, and a strong supporter of Dominion's volunteer program. "One is human service; the other is public service," he explained. "Both are critically important and mutually supportive. Dominion volunteers give our company its human dimension and put smiles on the faces of those we serve—whether in schools, nursing homes, or food banks."

Social Responsibility Issue

Dominion was pleased with the results of its volunteer corps, but company leaders wanted to be sure the time was well spent—both for the employees and for the agencies that receive the benefit.

Solutions

Set around the 9/11 National Day of Service, Dominion sponsored a volunteer training day at its corporate training center in Richmond, VA, to learn what was working and what needed to be improved. Although they have conducted individual sessions in the past, this was the first time that all volunteer leaders were connected via teleconference.

"We decided that on a companywide level we needed to review high-level issues, including policy, the current political climate, and national volunteer statistics," said Bill Hall, vice president of corporate communications and community affairs. "We also thought that since everyone would be together, it would be a great time for us to have regional meetings with our councils."

SOCIAL RESPONSIBILITY

Company name: Dominion Resources

Location: Richmond, Virginia

Web site: www.dom.com

Founded: 1909

Scope: US Regional

Employees: 17,000

At the training, ideas for expanding and improving local volunteer programs were shared, such as developing junior volunteers to engage students who have community service hour requirements and to help the company make connections for recruitment purposes. Participants also developed a list of monthly volunteer projects to allow people to plan their annual volunteer hours.

The training was encouraging, and the volunteer coordinators left feeling rejuvenated, according to Farrell. "It has led to site-based improvements as well as company-wide efforts such as a newsletter highlighting volunteer activities and a calendar of major projects," he said. The training will be repeated to assure continuous improvement.

Measurement

Dominion employees have a well-known track record for generous volunteer work in their communities. In 2009, employees logged 125,000 hours in a volunteer database, beating the 120,000-hour goal set for the year.

Other SR Involvement

In addition to its community service projects, the Dominion Foundation awards grants totaling close to \$20 million annually to agencies throughout its service area. To learn more about Dominion's SR efforts, visit <http://www.dom.com/about/community/index.jsp>.