

# PARTNER TESTIMONIAL

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## EMPLOYEE ENGAGEMENT *with Virginia Natural Gas*

### through Virginia Beach Polar Plunge

Employees participate in team, peer-to-peer fundraising, and have raised over \$210,000 since they started plunging in 2010. VNG also contributes through a corporate gift each year, bringing their total contribution to nearly \$475,000.

Polar Plunge participation is promoted company-wide through various communication channels, and although not every employee participates in the "Plunge" many join to watch from the beach on the day of, or make a donation to the team.

VNG employees also play an integral role in event design, set up the week prior, and day-of logistics and site management – all of which are provided to Special Olympics Virginia at no cost.

In 2021 VNG shifted their employee engagement to a virtual setting, incentivized by senior leadership that Plunged as certain team fundraising goals were met. Employees were encouraged to share their Plunges on social media and sent emails with athlete videos to keep team members motivated.



virginianaturalgas Team VNG has met its goal by raising more

