

Citizens Supports Feeding America While Mobilizing Their Organization to Better Health

About Citizens Bank

Industry: Finance & Banking

Size: 20,000+ colleagues

Location: Headquartered in Providence, RI with colleagues nationwide

Goals

- Increase commitment to colleague wellbeing and engagement
- Bring positive change to colleague health and philanthropic efforts
- Expand on organization's community efforts through Feeding America

Citizens is an American bank headquartered in Providence, Rhode Island, operating over 1,200 branches in 14 states and the District of Columbia.

Citizens lives by its “Credo” which calls for colleagues to perform their best every day so they can do more for all those that they serve. Core to their values is to exceed customer expectations, do the right thing, think long term, and work together as a community.

“We are citizens helping citizens reach their potential.”

– Citizens

Vision

Community engagement is one of Citizens’ principal values. They believe that good Citizens support each other and when communities reach their potential, everyone thrives.

Citizens’ StepUp to Fight Hunger Challenge Outcomes (2020-2022)

2.1B ↑

Steps Have Been Taken

1.1M ↑

Meals Equivalent Donated through Feeding America

4,252 ↑

Colleagues Participated in 2022

One way they have brought this value to life is through an organization-wide, wellness-focused initiative that activates the philanthropic heart of their workforce.

Citizens' vision for this initiative focused in on three areas:

1. To fight hunger nationwide and within their own communities
2. To encourage physical activity and highlight the importance of health & wellbeing
3. To connect their workforce across the country and enable every colleague to actively participate

Approach

Citizens was committed to partnering with a nonprofit organization that aligned with their vision. With Feeding America's strong national footprint and their track record of successful distribution of more than 4.2 billion meals, this organization was the perfect partner for this program.

From there, Citizens recognized that they needed a digital platform that could collectively mobilize their colleagues and make a seamless connection to fighting hunger. Challenges offered by Castlight, were dynamic and flexible, meeting the needs of Citizens. Castlight Challenges are gamified experiences where participants encourage, motivate, and celebrate one another in physical activities while growing social connections and camaraderie in healthy competition.

Castlight's ability to track and visualize steps allowed participants to correlate their direct activity into the equivalent of meals. Citizens set weekly step goals and when colleagues hit those milestones, the company would make a donation to Feeding America, translating to meals for those in need.

Citizens named their initiative the Step Up to Fight Hunger Challenge.



Felicia Thomas

Citizens Community Engagement
Team

“We really wanted something that could engage colleagues and bring them together, even while we're across the country. Castlight allowed us to do that.”

With a goal of encouraging their colleagues to engage in wellness activities, while also focusing on their mission to support their communities, Citizens launched their inaugural Step Up to Fight Hunger Challenge in 2020, during the pandemic. Citizens leveraged this company-wide event to engage colleagues and create an opportunity for them to gather together in a safe way while still being physically apart.

Timing was a critical component in how Citizens positioned this event for success. The Step Up to Fight Hunger Challenge was aligned with Hunger Action Month in September alongside Citizens' internal event called "Credo Week". Credo Week is one week out of the year where the organization brings the Citizens' mission fully into focus. While Citizens' colleagues come to work every day committed to delivering the best for their customers, Credo Week gives each team member an opportunity to recognize and reconnect with their colleagues, focus on wellness, and support their local communities. Therefore, aligning the Step Up to Fight Hunger Challenge to coincide with "Credo Week" was seen as an opportunity to supercharge engagement.

Active leadership involvement was a second critical component of Citizens' success. Promotion of the Step Up to Fight Hunger Challenge was encouraged across the leadership team through traditional communications and non-traditional ways. Executives encouraged walking meetings and engaged in friendly competition with other team leads to drum up more excitement and involvement. Seeing leadership visibly lean-in had a great motivational effect across the organization as colleagues took the Challenge to heart and increased their involvement. Members shared progress through group chats and photos from team walks, amplifying social connections, all enabled through the Castlight app.



Results

Challenge registrants completed 2.1 billion steps over the past 3 years translating to more than 1.1 million meals, via donations to Feeding America.

The natural passion of Citizens' colleagues to support the community drove incredible engagement from the get-go. Registration in the Step Up to Fight Hunger Challenge continues to grow every year.



Kristin Chenevert

Citizens Health and Wellness Plan
Manager

“Castlight Challenges was the best fit for us once we discovered how it made this really natural tie-in between colleague wellness and our philanthropic goals.”

The benefits and corporate affairs teams intentionally designed this experience to ensure that it appealed to the entire workforce, whether a team member was motivated by helping their community, improving their own wellness, or being a part of the team camaraderie at Citizens.

Conclusion

Citizens launched a very successful initiative that brings colleagues together, encourages healthy activity, and delivers positive community impact through philanthropy. Castlight is proud to have the opportunity to support Citizens' Step Up to Fight Hunger Challenge year over year. Due to the tremendous impact on their community, Citizens is excited to continue their investment in this initiative, putting their mission in motion to help their community and colleagues reach their full potential.