



2018 Community Report



OUR BUSINESS PRINCIPLES

PROFESSIONAL SKILLS MATCH OUR CUSTOMERS' NEEDS.

We place professionals whose skills and training expertly match each client's specific job requirements.

CUSTOMER SATISFACTION IS GUARANTEED.

All of our professionals are dedicated to excellent performance for clients. We guarantee we will deliver the highest quality skills and services, on time and within budget.

WE DEVELOP STRONG PARTNERSHIPS WITH CLIENTS.

Our professionals establish and maintain highly productive and cost-effective relationships with our customers' teams.

OUR PROFESSIONALS RECEIVE OUTSTANDING SUPPORT.

We provide our professionals with superior opportunities, an excellent compensation and benefits package, outstanding administrative support, and advanced training.



OUR VALUES

INTEGRITY. We maintain a fine sense of our obligations—to our customers, coworkers, suppliers, families, and our communities.

COMMITMENT. We are stakeholders in the success of our business, exerting our best efforts in everything we do. We are committed to giving more than we receive.

MUTUAL RESPECT. We celebrate the human spirit and are dedicated to preserving human dignity, diversity, and equality.

CREATIVITY. We foster individual initiative, continuous improvement, innovation, and entrepreneurship.

BALANCE. We seek to achieve balance between our family, work, spiritual, and recreational activities.

2018 CHAIRMAN'S LETTER



Nonprofits and other social enterprises comprise an essential part of our society and a significant part of our economy (10-15 percent by most counts). In pursuit of their missions, social enterprises face a variety of business-like challenges typically addressed by business schools.

Several years back, David Ragland, the Executive Director for the National Christian Foundation of East Tennessee, and I approached Dr. Alex Miller, The William B. Stokely Chair of Business in the University of Tennessee's Haslam College of Business, to determine how the College was addressing the training and education of leaders of nonprofits. What we found was that very little was being done in this arena. Working closely with Dr. Miller and several philanthropic business leaders in East Tennessee, the Consortium for Social Enterprise Effectiveness (CSEE) was formed and Alex became the Pro2Serve Director of CSEE.

2018 marked the fifth year of Pro2Serve's five year commitment to the University of Tennessee's Haslam College of Business to support the Consortium for Social Enterprise Effectiveness. In a recent update to CSEE's Board of Advisors, Dr. Miller highlighted some of the accomplishments of the Consortium over the past five years:

Student Training— UT has provided a course on nonprofit management to over 150 students. The course is open to students from across all disciplines, and students have participated from every college on campus. The success of the nonprofit management course has led to the development of a minor in nonprofit management that will launch this year. This campus-wide program connects coursework from eight different colleges and represents an unprecedented commitment to nonprofits by UT.

Executive Training— CSEE established a year-long certificate program that has educated 138 local nonprofit leaders drawn from 105 regional organizations. Nearly one-fourth of all organizations have sent multiple leaders to the training.

Board of Directors Training— In cooperation with the Alliance for Nonprofits, UT helped launch a year-long certificate program for high potential executives desiring to serve on local nonprofit boards. This program trains approximately 25 future nonprofit board members each year, drawn from local business organizations.

In addition to the "inside the walls" of the University, CSEE helped to form the "outside the walls" Alliance for Better Nonprofits (ABN), a training, consulting, and resource center for the nonprofits of East Tennessee.

CSEE's impact on the East Tennessee nonprofit community is being described as "transformational" and should continue for many years to come. Pro2Serve's active involvement in CSEE's formation and our support over the past five years have been instrumental in supporting our community—a core value of Pro2Serve and our employees.

A handwritten signature in blue ink, appearing to read "L. Barry Goss". The signature is fluid and cursive, written over a white background.

**L. Barry Goss, PhD,
Chairman and CEO**





CORPORATE CITIZENSHIP

Major corporate programs:

Our Board of Directors has established education and economic development priorities for the corporate giving program. In education, we helped establish the Distinguished Professionals Education Institute, a 501(c)(3) education organization that places professionals in high schools to teach courses in their areas of expertise, such as physicists teaching physics. Since 2011, when Pro2Serve helped establish the University of Tennessee's Consortium for Business Excellence in Nonprofits, we have continued yearly support for that program, which trains social mission organization leaders for the skills and strategies needed to overcome the challenges of operating a nonprofit. In economic development, we continued our support of the East Tennessee Economic Council and the Energy Technology and Environmental Business Association.

Joint employer/employee

programs: The United Way represents our largest joint employer/employee community program.

We proudly match our employees' United Way pledge contributions at a rate of two dollars per each employee dollar, and as a result of our generous employees, we have been Roane County United Way's largest corporate annual contributor each year since 2009. In partnership with our employees, we also support the Willow Brook School Bear Tree and the Roane Imagination Library.

Employee matching program:

Pro2Serve matches up to \$100 for any employee who is contributing time or money to a favorite community or charitable program. Beneficiaries range from high school soccer teams to church mission trips to families in need.

Pro2Serve and our employees supported these organizations in 2018:

American Legion Post #2
Amyloidosis Foundation
Animal Welfare League of Alexandria
Canopy Children's Solutions
CASA of the Tennessee Heartland
Choices Resource Center
DAV Charitable Service Trust
Discover Life in America
East Tennessee Veterans Honor Guard
Emory Valley Center
Great Smoky Mountain Council of
the Boy Scouts of America
High Plains Food Bank
HonorAir Knoxville
Karns Baseball Club
Mountain Man Memorial March



NS2 Serves
Oak Ridge High School Soccer
Portsmouth Christmas Gifts for Children
Roane County Relay for Life
Roane Imagination Library
Roice-Hurst Humane Society
San Francisco SPCA
Willow Brook School Bear Tree

“ Our therapy team never looked down on us. They counseled us with encouragement and taught us how to empower our lives in a positive manner.”

— the Johnson family, Canopy Children’s Solutions clients



John D. Damon, PhD and CEO of the organization, said that Pro2Serve’s support is of great help to Canopy in fulfilling its mission. “Thank you so much for your generous support of our mission to transform lives!” he wrote to Pro2Serve Chairman and CEO Dr. L. Barry Goss.

According to its 2018 Annual Outcomes and Report, Canopy Children’s Solutions served 5,092 children throughout Mississippi in 2017. Canopy operates in all 82 counties of the state.

During 2017, Canopy helped 1,455 clients work through mental health problems with licensed therapists, provided intensive mental health treatment for 722 people at its residential facility or through in-home services, and provided 5,757 hours of applied behavior analysis therapy for autistic children.

Damon said that 93 cents out of every dollar donated to Canopy Children’s Solutions goes directly to support its programs. “You can rest assured that your gift will have a positive impact on the lives of children seeking hope in our state,” he said.

CANOPY CHILDREN’S SOLUTIONS

For more than 100 years, Canopy Children’s Solutions has been working to put children into loving, supportive homes and meet their emotional, educational, and other needs. The Jackson, Mississippi-based nonprofit provides adoption services as well as assistance for children’s behavioral health, educational, and social service needs. The needs are great, as one in five children face an emotional, behavioral, or mental health issue and fewer than 20 percent ever receive help, according to the organization.

“Your gift provides students with opportunities to study nature and take an active role in real scientific research at a young age.”

— Todd P. Witcher, Executive Director, Discover Life in America

DISCOVER LIFE IN AMERICA

Discover Life in America (DLiA) has a program to catalog and research all the species and ecosystems in the Great Smoky Mountains National Park. But as ambitious as it sounds, the vision goes beyond that.

“Our work is not just about conserving nature, but also about the connections between people and the natural world that surrounds us all,” said Todd P. Witcher, Executive Director. Based in the national park, DLiA funds research and public education involving the park and makes the information available to anyone, based on the idea that access to reliable information about species and ecosystems allows governments, corporations, landowners, and conservation groups to try to protect these resources while pursuing their own goals.

“Donations from you, and our other donors, fund the work of DLiA in conducting the Smokies All Taxa Biodiversity Inventory (ATBI) and in promoting the vital importance of a biological inventory for our diverse planet,” Witcher said in thanking Pro2Serve.

ATBI is one of the largest biodiversity projects in the world. It has documented nearly 1,000 new species to science and more than 9,000 new species to the Great Smoky Mountains National Park, which contains a total of 19,866 species, according to the organization. The methods being developed through DLiA-sponsored work in the Great Smoky Mountains National Park are helping to build a model for research in other parks throughout the nation and around the world.

DLiA not only hosts scientists, teachers, and students but also welcomes artists, musicians, and photographers to encourage exploring connections between humans and nature.



“The ATBI program is based on the principle that we must evolve beyond resource management targeted at a few endangered, highly visible species to practices that conserve all creatures great and small,” Witcher said.

HONORAIR KNOXVILLE

The chance to visit the war memorials in Washington, D.C. was an event of a lifetime, but what really touched Vietnam War veteran Sid Thacker about his HonorAir Knoxville flight was the big reception he and other veterans received from family and friends upon their return.

“Many thanks to those who provide these trips,” he posted on HonorAir Knoxville’s Facebook page. “The welcome is totally opposite to that I received while being carried off the plane on a stretcher on my last trip to Vietnam. Thanks again.”

For more than 10 years, HonorAir Knoxville has been providing all-expenses-paid trips for veterans of World War II, the Korean War, and the Vietnam War to visit the memorials to those conflicts at the nation’s capital. The veterans also get to watch the Changing of the Guard at the Tomb of the Unknown Soldier at Arlington National Cemetery. When they touch down back at Knoxville’s McGhee Tyson Airport from their day-long trip, the veterans are met by a throng of well-wishers who greet them with flags, balloons, smiles, and hugs.



The program depends on donations and support from businesses, organizations, and individuals, said Eddie Mannis, Chairman of HonorAir Knoxville. Mannis wrote Pro2Serve expressing thanks for the \$1,000 the firm contributed to the organization in 2018.

“Our flights help to let our area veterans know how much we value the sacrifices they made to ensure our freedoms,” he wrote. “Knowing that members of the community support the project will make the trip an even more memorable occasion for the veterans.”

As of May 2018, HonorAir Knoxville had been able to take more than 3,300 veterans to Washington, D.C.

“So very grateful to the HonorAir sponsors, organizers, and volunteers for a welcome home that was worth the 46 year wait. It was humbling. Thank you.”

— Raymond E. Wells, veteran and HonorAir flight participant

CONSORTIUM FOR NONPROFITS

“Operating a nonprofit organization can be an exhausting and isolating experience,” said Jackie Mayo, President and CEO of HomeSource East Tennessee. He added that earning an executive training certificate through the University of Tennessee Haslam College of Business’s Consortium for Social Enterprise Effectiveness (CSEE) program helped him gain the business and leadership skills needed for success.

Chris Martin, founder and President of the Knoxville Leadership Foundation, said that completing the program enhances one’s status with other organizations. “Being a part of a program at UT’s School of Business brings credibility to me and my organization, and puts me in a working relationship with others in similar roles in our city,” he said.

The program is part of the Haslam College of Business’s Consortium for Business Excellence in Nonprofits, which Pro2Serve helped establish in 2011 and continues to support through yearly gifts. Alex Miller, PhD, William B. Stokely Chair of Business in UT’s Haslam College of Business and the Pro2Serve Director of the CSEE, said Pro2Serve’s support has been crucial.

“Pro2Serve was the first organization to support UT’s work with nonprofits and it remains the single most important funding source for this work in three critically important areas,” he said. Those three areas are student training, executive training, and board of directors training, Miller said.



“After the first weekend I knew this course was going to be a game changer. I was able to implement several improvements within the organization that have improved our impact to those we serve.”

— Paul Danis, Co-Founder/President,
LIVE-IT, and CSEE executive training
participant

CSEE’s year-long executive training program has trained 138 local nonprofit leaders from 105 organizations including Boys and Girls Club of the Tennessee Valley, CASA of the Tennessee Heartland, and Emerald Youth Foundation. UT also teams with the Alliance for Nonprofits to offer a year-long program for high-potential executives who wish to serve on local nonprofit boards. The program trains about 25 executives a year and has drawn participants from Regal Cinemas, UT, the Knoxville Utilities Board, Pilot Flying J, Cirrus Aircraft, and Oak Ridge National Laboratory.

“Thank you for providing for my family in this time of need. God bless you.”

— The Mitchell family

WILLOW BROOK SCHOOL BEAR TREE

It might look like a typical Christmas tree, but Pro2Serve employees know it as the *Bear Tree*. And as they bring Christmas gifts to stack under it each day, it becomes part of a warm, festive scene, taking over a corner of the lobby at the Oak Ridge office.

Then, shortly before Christmas, employees load up all the presents and take them to Willow Brook Elementary School, where parents pick them up later. On Christmas Day, the warmth and festive spirit moves from the lobby at Pro2Serve to the homes of scores of children around Oak Ridge.

Through its Willow Brook School Bear Tree effort, Pro2Serve provided toys and gifts to 50 children who otherwise might not have received Christmas presents in 2018. The school sent Pro2Serve a bundle of thank-you cards from the parents, as well as a note of appreciation from the school.

“It is always exciting seeing the parents come in knowing that they will have something to give their children. It’s heartbreaking for them that they cannot do what most of us can do without a second thought,” the school said in its note. One family wrote that they could not express how much they appreciate the fact that their granddaughter will have Christmas gifts this year. Each holiday season, a large Christmas tree appears in the Pro2Serve main office, decorated with teddy bear-shaped tags with the names and hoped-for gifts of selected Willow Brook students and siblings. Each year employees look forward to picking a tag and buying gifts for the children, as they have been doing since 2001.



Willow Brook is a year-round school, kindergarten through fourth grade, for children with special needs. Established in 1944, it is the only elementary school in Oak Ridge that is still in its original building.

“With warm hearts and grateful hands we thank you. With special people like you, the world does not seem too bad,” wrote one family.

NS2 SERVES

“From Boots to Suits” is the motto of NS2 Serves, a nonprofit organization that tries to help recent veterans of the U.S. military branches get training and jobs in high-tech fields. As of November 2018, the program had trained more than 237 veterans, including U.S. Air Force veteran Laura Clark.

Laura felt she had reached a dead end before she became aware of NS2 Serves. After searching for job opportunities for months, she came to realize that having a degree in a field in which she had no experience was not going to work for her. Employers were hesitant to hire her. Laura entered the NS2 Serves program to chart a new direction and access new opportunities. “Intelligence without ambition is a bird without wings” is her motto to live by, she said.

Pro2Serve has donated to NS2 Serves in the past, and came through this year with a \$2,500 contribution. Mark Testoni, NS2 Serves President, thanked Pro2Serve for its support. “Your generosity makes a long-lasting difference because it enables NS2 Serves to offer training and employment assistance to our nation’s veterans,” he said.



Mark, who is also President of SAP National Security Services, Inc., started NS2 Serves to give back to the community and help veterans. The three-month course offered by NS2 Serves consists of technical tracks on data management and related fields, modules on business and personal skills, and a focus on teamwork and unity. The program is open to impending or honorably discharged post-9/11 veterans who have left service within the last seven years and have a high school diploma or GED. It is also available to Gold Star spouses who meet certain eligibility requirements.

U.S. Navy veteran Daniel Moss was trying to make a living flipping pizzas in a local pizza shop when he learned of NS2 Serves and decided to aim for a career in the IT industry. Daniel said he wants to set a good life example for his daughter and, like Laura Clark, he also has a quote that he lives by:

“Life is tough. Get a helmet.”

“Your mind must arrive at your destination before your life does.”

— Joshua Dennis, U.S. Marine Corps veteran and NS2 Serves program graduate

“ When someone supports the DAV Charitable Service Trust, they are giving those who’ve served a chance to make the most of their lives. ”

— John Barnes, disabled veteran

DAV CHARITABLE SERVICE TRUST

John D. Barnes was unloading a military vehicle in Iraq on March 14, 2006, when the blast of a mortar shell changed his life forever. John was among 17 soldiers who were injured by the explosion, with shrapnel ripping through his helmet and into his brain. John lived, but he would suffer memory loss, seizures, paralysis, and depression. Fortunately, he had help in his struggle from the Disabled American Veterans (DAV) Charitable Service Trust.

Richard E. Marbes, President of DAV Charitable Service Trust, thanked Pro2Serve for its support of the organization. In 2018, Pro2Serve presented DAV Charitable Service Trust with a \$1,250 donation.



“Considering how much our heroes sacrificed for America—for you and for me—I’m so thankful for your partnership in bringing wonderful programs to so many who served our nation,” he said in a letter to Pro2Serve. “I’m particularly grateful on behalf of veterans, like John, whose lives were utterly and forever changed by war.”

Funds from Pro2Serve and other donors help DAV Charitable Service Trust offer programs and services to help veterans such as John. Besides his physical injuries, John suffered severe blows to his psyche. He had lost his identity as a soldier, could no longer care for himself, and his marriage disintegrated. His mother, Valerie Wallace, became his sole source of care and support. “There were times when the challenges we faced seemed insurmountable,” she said.

To help veterans like John, DAV Charitable Service Trust provides support for programs such as physical and psychological rehabilitative therapy, family assistance, prosthetics research, mobility assistance for veterans with amputation and spinal cord injuries, help for aging veterans, aid and shelter for homeless veterans, and help for veterans returning from recent combat service. “I was proud to serve my country, and I don’t feel sorry for myself,” John Barnes said. “My concern is for my fellow veterans.”



ROANE IMAGINATION LIBRARY

The Roane Imagination Library, which provides new books to children throughout Roane County, surpassed its 2018 fundraising campaign goal, and Pro2Serve played a key role in that success. The organization exceeded a 2018 fundraising campaign challenge sponsored by Pro2Serve and Materials and Chemistry Laboratories Inc., noted M. Jill McMaster, Roane Imagination Library Coordinator. The campaign provides more than half of the organization's annual operating budget. What do we do with your donation? Roane Imagination Library sends a new, age-appropriate book to, approximately 2,140 children in the county each month.

The Roane Imagination Library is part of Dolly Parton's Imagination Library program. Jeff Conyers, President of the Dollywood Foundation, said the total program has distributed more than 100 million books, with almost 300,000 of those going to children in Roane County. Through a grant challenge, Pro2Serve provides gifts to the Roane Imagination Library and challenges other companies and organizations to match them. Pro2Serve also matches employees' donations dollar-for-dollar, in partnership with the Governor's Books from Birth Foundation.

Founded by Dolly Parton in 1995, Imagination Library provides books to children from birth to age five. "All have been high quality, age-appropriate books delivered directly to the child's home each month at no cost to the family, regardless of income," Conyers said.

McMaster credits the Imagination Library program with a general improvement in the quality of life for Tennessee children, citing the "Kids Count 2017" report by the Annie E. Casey Foundation that ranked Tennessee children 35th in the nation in education, health, and economic well-being. "Eight years ago, we were ranked 44th," McMaster said. She noted the foundation study cited the Governor's Books from Birth Foundation, which is the state's organization for Imagination Library, as a significant factor in this accomplishment.

“Roane County neighbors and friends, you did it again. A big ‘thank you’ for your continued support for Roane Imagination Library.”

— M. Jill McMaster, Coordinator,
Roane Imagination Library

“ We work toward the goal of a safe, permanent home for each child, either with a biological parent or relative, or with a new adoptive family.”

— Kesha Shipe Waters, Executive Director
CASA of the Tennessee Heartland

CASA OF THE TENNESSEE HEARTLAND

“The nice thing about being a CASA volunteer,” reported David Brown, an Anderson County volunteer, “is that you know you are doing something good for neglected children and their families because you can see the results.” He added that the reports from CASA volunteers provide juvenile courts with factual information that help judges make Informed decisions, and “just having an extra pair of eyes on these situations has been greatly appreciated by the court.”

“CASAs develop a trusting relationship with the children so they feel safe expressing their concerns and asking questions,” he said. “I have seen the most hopeless-looking situations turn around; I feel truly blessed to have witnessed (and perhaps be part of) these little miracles.”



CASA refers to Court Appointed Special Advocates, and Oak Ridge-based CASA of the Tennessee Heartland is a nonprofit, volunteer-based organization that seeks to provide abused and neglected children in the juvenile court system with advocates who will work on their behalf. Pro2Serve was a 2018 sponsor of CASA’s BBQ and Bluegrass Bash, one of its chief fundraising events. Pro2Serve’s sponsorship helped make the event a success, according to Kesha Shipe Waters, Executive Director of CASA of the Tennessee Heartland. “Your generous contribution helped make our vision a reality by helping to offset the cost of holding the Bash in an environment as fun and welcoming as the Museum of Appalachia,” she said.

The goal of CASA of the Tennessee Heartland is to make sure that children removed from their homes due to abuse or neglect have a “voice of hope” to advocate for them, and to make sure these children are not forgotten in the foster care system. According to CASA, 92 percent of the children it serves remain safe after case closure, compared to a national average of 70 percent. In 2013, 98 percent of CASA recommendations were accepted by juvenile court judges in Anderson, Blount, and Scott counties.



ROICE-HURST HUMANE SOCIETY

After losing her beloved 15-year-old pet, Peggy Peden-Stevens was ready to adopt another dog to help fill that void. She found what she was seeking at Roice-Hurst Humane Society. "I instantly fell in love with Miss Bella," she wrote on the organization's Facebook page. "The folks at the shelter made the adoption so smooth and it gets better every day!"

A few weeks after adopting Miss Bella, Peggy took her back to the shelter for a visit. "When she took one look at the two young men who cared for her she jumped right up on their laps and was so happy to see them. This showed me what great care they gave her," she said.

Founded in 1963, Roice-Hurst Humane Society is a Grand Junction, Colorado-based nonprofit organization that provides safety, shelter, and care for homeless dogs and cats in Mesa County. Its shelter is also an adoption center, and the organization follows a policy of not euthanizing any healthy, adoptable animal. "We never euthanize animals because of a lack of space or resources," the organization states on its website. "All healthy, treatable, and adoptable animals are cared for until they are adopted—whether it takes weeks, months, or longer."

Anna M. Stout, Executive Director of the Roice-Hurst Humane Society, thanked Pro2Serve for its support in 2018.

"Please know that your gift will be put to good use caring for our shelter pets until they find forever homes and working with our community to educate pet owners about their critters," she wrote.

In 2018, Roice-Hurst completed an expansion, moving its administrative office off site to allow more space at the shelter. The organization has enhanced its services, offering new programs such as one that matches shelter pets with at-risk individuals. The organization got its start when the families of Ival Hurst and Joe Roice decided there was a need to provide a home for stray animals in what was then a mainly rural area. Roice donated the first shelter, which was a chicken coop on his property. The Roice-Hurst Humane Society now serves 14 counties in Colorado.

"We work every day to promote, create, and strengthen the special bonds between pets and the people who love them in the hopes that, one day, no more pets will have to be surrendered to shelters."

— Anna M. Stout, Executive Director,
Roice-Hurst Humane Society



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