

Visit.org's customized programming  
helps Moody's engage its  
employees through skill-based virtual  
social impact experiences.

# The Case Study

# The Company

Moody's is a significant player in the global capital markets, providing credit ratings, research, tools, and analysis that contribute to transparent and integrated financial markets. Moody's Corporation (NYSE: MCO) is the parent company of Moody's Investors Service, which provides credit ratings and research on debt instruments and securities, as well as Moody's Analytics, which offers leading-edge software, advisory services, and research for credit and economic analysis and financial risk management.

The Corporation, which reported revenue of \$4.4 billion in 2018, employs approximately 13,200 people worldwide and maintains a presence in 44 countries.

Further information is available at [www.moody's.com](http://www.moody's.com).

# The Background

Moody's believes in a world where more people have access to opportunity, and everyone has what they need to grow and thrive. It is committed to opening the door to a better future through its global corporate social responsibility (CSR) program, empowering people around the world with the knowledge, resources, and confidence they need to succeed.

For more information, visit [moodys.com/csr](https://moodys.com/csr).

**MOODY'S**

# The Challenge

An essential component of Moody's corporate social responsibility efforts is encouraging all employees to share their passions and knowledge through volunteering.

Moody's TeamUp® is the company's annual employee engagement program where the global CSR team, along with CSR Impact Leaders in local offices, plan over 200 service projects across the globe.

Moody's employee engagement strategy is focused on increasing opportunities for employees to contribute their skills and expertise to make a greater impact on their nonprofit partners achieving their mission.

In 2019, Moody's aimed to grow the number of skills-based offerings in the Moody's TeamUp program by 40%.

# The Solution

To vet and manage 40% more nonprofit organizations as well curate a selection of meaningful and impactful volunteer projects for its employees, Moody's partnered with Visit.org in 2019 to pilot three markets: New York, Hong Kong, and Edinburgh.

The partnership with Visit.org offers Moody's employees a new set of skills-based opportunities that align with the company's CSR focus areas and generate measurable impact.

The data Visit.org provides complements Moody's efforts to measure the impact of its social investments using the Impact Genome Project – the world's leading evidence-based standard to measure, report, and benchmark social outcomes.



MEASURABLE



GLOBAL



ALIGNED



ENGAGING

# The Solution

Visit.org was also able to expand its database to include Moody's current community partnerships, allowing the CSR team to efficiently manage a successful employee-engagement program with one organizing body.

The team can now participate in social impact experiences that best balance their passions and interests with culturally sensitive community needs.



**Pivoting our company's volunteering and pro bono services to an online model during COVID-19 was no easy task. We successfully made the transition thanks to our partnership with Visit.org. We were able to offer a full schedule of customized virtual volunteer opportunities, in support of our non-profit partners, to our employees around the world.**

JENNIFER RIVERA  
SENIOR VICE PRESIDENT – GLOBAL HEAD  
OF CORPORATE SOCIAL RESPONSIBILITY  
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Request a consultation  
with the Visit.org team for your  
next employee engagement initiative

**Impact@Visit.org**

