



# **A Firm Foundation**

FOSTERING FAITH IN THE WORKPLACE

# OUR CORE TEAM



**Reagan  
Sims**



**Bryson  
Diener**



**David  
Buskirk**

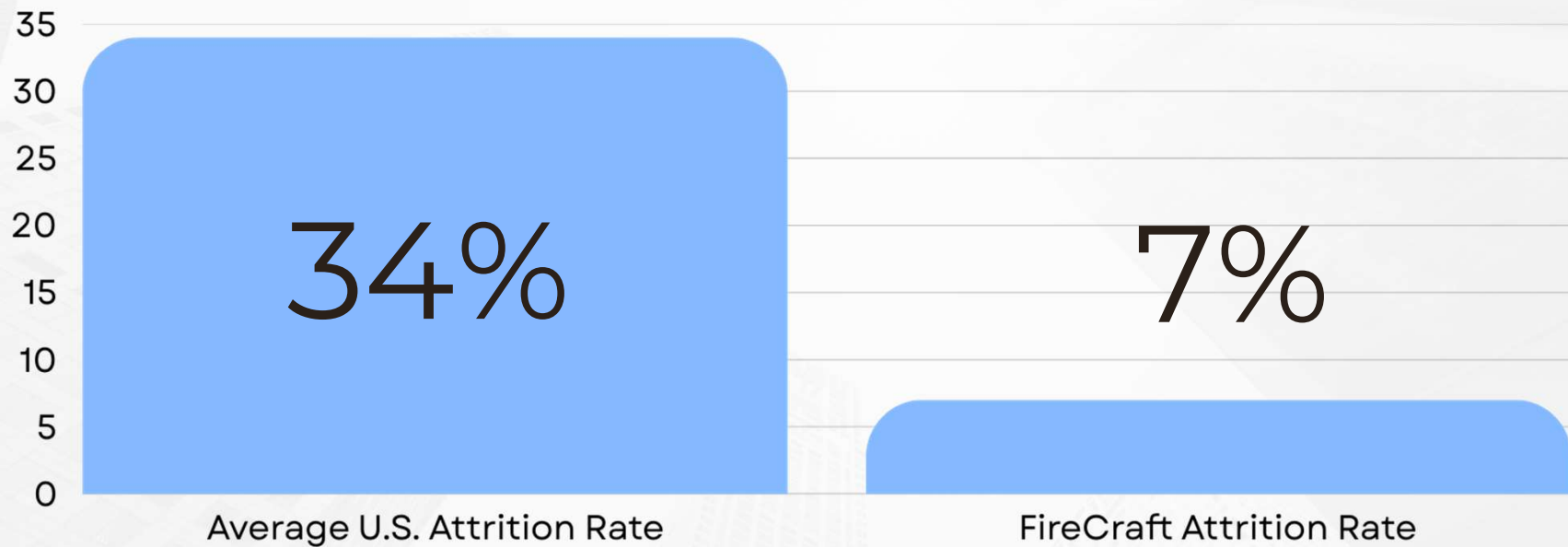


**Corbin  
Kirkpatrick**

# OVERVIEW



# SAVINGS IN TURNOVER COSTS



**ATTRITION COSTS ESTIMATED SAVINGS: \$6.33M**

# PARTICIPATION RATE



9.8%

<

50%

**INTERFAITH  
ERG**

**PROPOSALS**

# BLUEPRINT TO SUCCESS



ENGAGE



EDUCATE



EMPOWER



# ENGAGE - CHAPLAIN PROGRAM



## RESPONSIBILITIES

**Will provide emotional, spiritual, and practical support to employees**

**Will improve well-being, resolve conflicts, and foster a positive work culture**

**Fulfills mission to nurture a “vibrant and inclusive community of food enthusiasts”**

**Plans and facilitates Faith Lunch & Learns**

# CHAPLAIN PRODUCTIVITY

**Average Chaplain Salary = \$63,000**

**Our recommendation = \$65,000**

Christian businesses are not the only companies fueling the growth of corporate chaplaincy. The US government and well-known global companies also offer on-site chaplain services to its employees. General Motors, Ford, Coca-Cola, and Tyson Foods are among the major companies that have chaplains. GM and Ford have studied the results and found a \$9 return for every \$1 invested in the program. [According to Forbes magazine](#), the cost of having a corporate chaplain can be less than \$10 per employee per month.

**Financial Benefit of \$585,000**

# ENGAGE - METRICS



## KEY PERFORMANCE INDICATOR

- **>10% PARTICIPATION RATE FOR 1:1'S**

# EDUCATE - FAITH LUNCH & LEARNS

## SIX LUNCHEONS - SIX RELIGIONS

- **Food selections correspond to religion**
- **Scheduled near date of important religious holiday for one of the religions**

- **Employee volunteer or outside expert will provide education**
- **Financed by reallocating ERG budget**

- **\$20 per employee = \$7k per lunch for 50% attendance**
- **Virtual option for those not at HQ - \$20 voucher for lunch provided**

# EDUCATE - FAITH LUNCH & LEARNS

## SIX LUNCHEONS - SIX RELIGIONS



- **Easter (Christianity)**
- **Vesak/Buddha Day (Buddhism)**
- **Eid al-Adha (Islam)**
- **Other religions (i.e., Vaisakhi - Sikhism)**
- **Diwali (Hinduism)**
- **Hanukkah (Judaism)**

# EDUCATE - COMPANY EXAMPLE



**Interfaith America hosts an annual Thanksgiving Potluck Meal with their employees discussing various faiths and enjoying different culture's foods**



# EDUCATE - METRICS



## KEY PERFORMANCE INDICATORS

- **>30% PARTICIPATION RATE FOR LUNCH AND LEARNS**

# EMPOWER - HOLIDAY EXCHANGE



## 11 FEDERAL HOLIDAYS

**New Year's Day**

**MLK Day**

**President's Day**

**Memorial Day**

**Juneteenth**

**Independence Day**

**Labor Day**

**Columbus Day**

**Veteran's Day**

**Thanksgiving**

**Christmas**

# EMPOWER - HOLIDAY EXCHANGE



CHOOSE THE HOLIDAYS YOU WANT

**New Year's Day**

**President's Day**

**Memorial Day**

**Independence Day**

**Labor Day**

**Veteran's Day**

# EMPOWER - HOLIDAY EXCHANGE



## EX: JUDAISM

**New Year's Day**

**Yom Kippur**

**President's Day**

**Memorial Day**

**Passover**

**Independence Day**

**Labor Day**

**Rosh Hashanah**

**Veteran's Day**

**Hanukkah**

**Shavuot**

# EMPOWER - COMPANY EXAMPLE



**pwc**



Grant Thornton

**AZIZ KARIMJI, CORPORATE TAX ACCOUNTANT**

“This year, because of the flexible bank holiday policy, I've worked a couple of the traditional bank holidays and used this time towards my leave for Ashura. I really value working for a firm which gives me that flexibility and recognizes that we don't all want to celebrate standard UK bank holiday occasions.”

# EMPOWER - HOLIDAY EXCHANGE



## BENEFITS:

- CONTROL > CONSEQUENCES
- SUBTLE & TIMELESS
- NO INVESTMENT
- MORALE & RECRUITMENT APPEAL

# EMPOWER - METRICS



## KEY PERFORMANCE INDICATORS:

- POSITIVE CUSTOMER SURVEYS
- 20% PARTICIPATION RATE

# SHORT & LONG TERM IMPLICATIONS

## ENGAGE

**Short Term:**

**Cost Savings**

**Increased Participation**

**Long Term:**

**Communicates Care**

**“Bring your best self”**

## EDUCATE

**Short Term:**

**Cost Savings**

**Increased Participation**

**Long Term:**

**Foster Community**

**Sense of Belonging**

## EMPOWER

**Short Term:**

**Recruitment Appeal**

**Long Term:**

**Employee Morale**

**Empowers Authenticity**

# FINANCIALS



| <b>Previous Budget</b> | <b>\$</b>        |
|------------------------|------------------|
| ERG Funding            | \$160,000        |
| ERG Labor Cost         | \$12,765         |
| <b>Total Costs</b>     | <b>\$172,765</b> |

| <b>EEE Implementation Budget</b> | <b>\$</b>        |
|----------------------------------|------------------|
| Chaplain Salary                  | \$65,000         |
| Lunches                          | \$42,000         |
| <b>Total Costs</b>               | <b>\$107,000</b> |

| <b>EEE Implementation Savings</b>     | <b>\$</b>        |
|---------------------------------------|------------------|
| ERG Disposal Savings                  | \$53,000         |
| Additional Productivity from Chaplain | \$585,000        |
| Recovered ERG Labor Cost              | \$12,765         |
| <b>Total</b>                          | <b>\$650,765</b> |

**Net Financial Benefit of \$543,765**

# IMPLEMENTATION TIMELINE

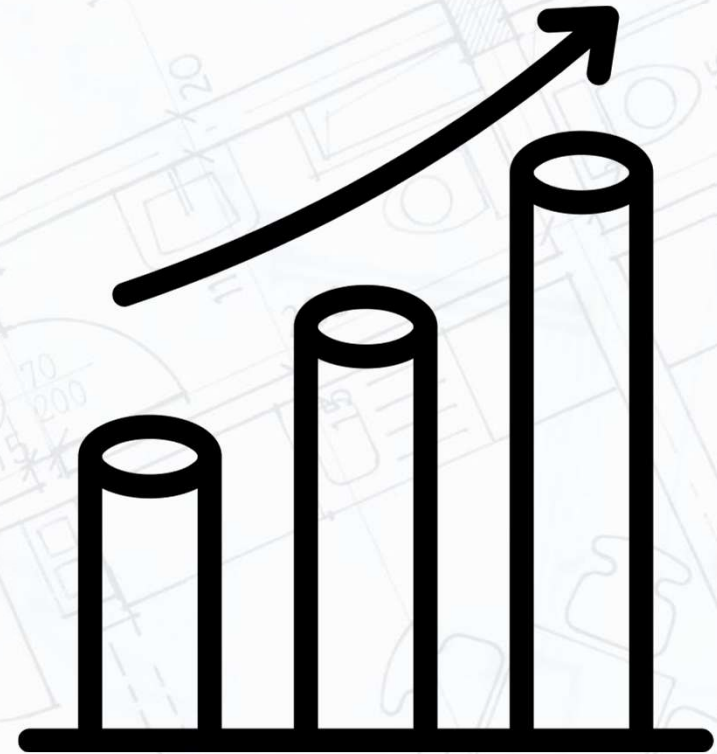


| Phase   | Duration       | Key Actions  |
|---|----------------|--|
| <b>Phase 1: Restructure ERG Budget and Begin Hiring Process</b> | <b>Q1 2025</b> | <b>Dissolving ERGs and reallocating budgets for EEE implementation. Begin Chaplain hiring process.</b>   |
| <b>Phase 2: Schedule First Luncheon and Hire Chaplain</b>       | <b>Q2 2025</b> | <b>The first holiday that will be celebrated and educated to employees will be the Christian holiday, Easter. HR will begin arranging holiday exchange requests. Continued luncheons by HR. Hire Chaplain.</b> |
| <b>Phase 3: Roll Out Prorated Holiday Exchange Program</b>      | <b>Q3 2025</b> | <b>Holiday exchange benefits begin for all employees. Continued luncheons by Chaplain</b>  |
| <b>Phase 4: End of Year Evaluations</b>                         | <b>Q4 2025</b> | <b>Continued and final luncheons - survey for employee feedback on all implementations. Financial analysis on new processes.</b>   |

# SCALABILITY



- Solutions are not tied to a 700 employee company
- Tyson, PwC, Grant Thornton, GM, Ford, Interfaith America have all implemented similar processes



# STAKEHOLDERS



## MANAGEMENT

- **Reduced cost on indirect revenue**
- **Additional capital for Research & Development**

## HR

- **Continued marketability of culture**
- **Attractive to prospective Millennial and Gen Z employees**

## EMPLOYEES

- ***Can Bring Their Best Self to Work***
- **Their needs and company needs intersect**



**THANK  
YOU**



**ENGAGE**



**EDUCATE**



**EMPOWER**

# ATTRITION COSTS ESTIMATED SAVINGS: \$6.33M

|   |                       |
|---|-----------------------|
| <b>Average US Attrition Rate</b>                        | 22.50%                |
| <b>FireCraft Attrition Rate</b>                         | 6.60%                 |
| <b>Difference in Attrition Rates</b>                    | 15.90%                |
| <b>Number of Employees</b>                              | 700                   |
| <b>Number of Employees not Turning Over</b>             | 111.3                 |
| <b>Average Cost of Onboarding Turned Over Employees</b> | \$56,879.30           |
| <b>Low Attrition Rate Cost Savings</b>                  | <b>\$6,330,666.09</b> |

# EMPLOYEE ASSISTANCE PROGRAM

**Current Projected Costs w/o EAP: \$107,000**

| <b>Estimate</b> | <b>Average Salary</b> | <b>% of Firm</b> | <b>New Total Costs</b> |
|-----------------|-----------------------|------------------|------------------------|
| Lower Estimate  | \$ 12                 | \$ 8,400         | \$ 115,400             |
| Higher Estimate | \$ 50                 | \$ 35,000        | \$ 142,000             |

**According to the University of Maryland, approximately 84% of companies with 500 or more employees offer an EAP.**

**According to The Employee Assistance Professionals Association (EAPA) and various EAP providers companies typically pay \$12-\$50 per employee per year for EAPs**

# LUNCH COSTS

| Current ERGs | Cost/Lunch/Person | Cost per Lunch | Total Costs for 6 Lunches |
|--------------|-------------------|----------------|---------------------------|
| 350          | \$ 20             | \$ 7,000       | \$ 42,000                 |

**After researching multiple catering services, we feel strongly that catering local food for our employees will cost \$20/meal**

# QUIT RATES

**Series Id:** JTS0000000000000000QUR  
Seasonally adjusted  
**Industry:** Total nonfarm  
**State/Region:** Total US  
**Area:** All areas  
**Data Element:** Quits  
**Size Class:** All size classes  
**Rate/Level:** Rate

Download: [xls](#) [xlsx](#)

| Year | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec    |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| 2014 | 1.7 | 1.8 | 1.8 | 1.8 | 1.8 | 1.8 | 1.9 | 1.8 | 2.0 | 1.9 | 1.9 | 1.8    |
| 2015 | 2.0 | 1.9 | 2.0 | 1.9 | 1.9 | 1.9 | 1.9 | 2.0 | 2.0 | 2.0 | 2.0 | 2.1    |
| 2016 | 2.0 | 2.1 | 2.0 | 2.1 | 2.1 | 2.1 | 2.1 | 2.1 | 2.1 | 2.1 | 2.1 | 2.1    |
| 2017 | 2.2 | 2.1 | 2.2 | 2.1 | 2.1 | 2.2 | 2.1 | 2.1 | 2.2 | 2.2 | 2.2 | 2.2    |
| 2018 | 2.0 | 2.2 | 2.2 | 2.3 | 2.3 | 2.3 | 2.3 | 2.3 | 2.3 | 2.3 | 2.3 | 2.3    |
| 2019 | 2.3 | 2.4 | 2.3 | 2.3 | 2.3 | 2.3 | 2.4 | 2.3 | 2.3 | 2.3 | 2.3 | 2.3    |
| 2020 | 2.3 | 2.3 | 1.9 | 1.5 | 1.7 | 1.9 | 2.2 | 2.1 | 2.2 | 2.3 | 2.3 | 2.4    |
| 2021 | 2.3 | 2.4 | 2.5 | 2.7 | 2.6 | 2.7 | 2.8 | 2.8 | 2.9 | 2.8 | 3.0 | 2.9    |
| 2022 | 3.0 | 2.8 | 2.9 | 3.0 | 2.8 | 2.7 | 2.6 | 2.7 | 2.6 | 2.6 | 2.7 | 2.7    |
| 2023 | 2.5 | 2.6 | 2.5 | 2.3 | 2.6 | 2.4 | 2.3 | 2.3 | 2.3 | 2.3 | 2.2 | 2.2    |
| 2024 | 2.2 | 2.2 | 2.2 | 2.2 | 2.1 | 2.0 | 2.0 | 2.0 | 1.9 | 2.1 | 2.0 | 2.0(P) |

P : preliminary

The quit rate measures the number of voluntary job resignations as a percentage of total employment during a monthly period (U.S. Bureau of Labor Statistics)

# SEPARATION RATES

Data extracted on: February 6, 2025 (3:40:04 PM)

**Job Openings and Labor Turnover Survey**

**Series Id:** JTS0000000000000000TSR  
 Seasonally adjusted  
**Industry:** Total nonfarm  
**State/Region:** Total US  
**Area:** All areas  
**Data Element:** Total separations  
**Size Class:** All size classes  
**Rate/Level:** Rate

Download: [XLS](#) [xlsx](#)

| Year | Jan | Feb | Mar  | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec    |
|------|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| 2014 | 3.2 | 3.3 | 3.3  | 3.3 | 3.3 | 3.3 | 3.4 | 3.3 | 3.5 | 3.5 | 3.3 | 3.4    |
| 2015 | 3.5 | 3.5 | 3.6  | 3.5 | 3.4 | 3.5 | 3.4 | 3.5 | 3.6 | 3.5 | 3.6 | 3.7    |
| 2016 | 3.6 | 3.7 | 3.6  | 3.6 | 3.6 | 3.6 | 3.5 | 3.6 | 3.4 | 3.5 | 3.5 | 3.5    |
| 2017 | 3.7 | 3.5 | 3.6  | 3.5 | 3.6 | 3.7 | 3.6 | 3.6 | 3.6 | 3.7 | 3.6 | 3.6    |
| 2018 | 3.6 | 3.6 | 3.7  | 3.7 | 3.7 | 3.7 | 3.7 | 3.7 | 3.7 | 3.7 | 3.9 | 3.7    |
| 2019 | 3.7 | 3.8 | 3.7  | 3.8 | 3.7 | 3.7 | 3.9 | 3.7 | 3.8 | 3.7 | 3.7 | 3.8    |
| 2020 | 3.8 | 3.8 | 11.1 | 8.8 | 3.6 | 3.7 | 3.7 | 3.4 | 3.6 | 3.8 | 4.0 | 3.9    |
| 2021 | 3.6 | 3.8 | 3.8  | 3.9 | 3.8 | 3.9 | 4.0 | 4.0 | 4.1 | 3.9 | 4.2 | 4.1    |
| 2022 | 4.2 | 4.0 | 4.1  | 4.1 | 4.0 | 3.9 | 3.8 | 4.0 | 3.8 | 3.8 | 3.8 | 3.9    |
| 2023 | 3.9 | 3.8 | 3.8  | 3.6 | 3.8 | 3.6 | 3.6 | 3.6 | 3.5 | 3.6 | 3.4 | 3.4    |
| 2024 | 3.5 | 3.5 | 3.4  | 3.4 | 3.4 | 3.2 | 3.4 | 3.3 | 3.3 | 3.3 | 3.3 | 3.3(P) |

P : preliminary

The separation rate measures the total number of job separations as a percentage of total employment during a monthly period. It includes: voluntary resignations by employees, layoffs/discharges, retirement, transfers, or deaths (U.S. Bureau of Labor Statistics)

# ATTRITION, QUIT RATES, AND SEPARATION

| FireCraft Attrition Rates (Monthly) | Monthly Retention Rate |
|-------------------------------------|------------------------|
| 0.6%                                | 0.994                  |
| 0.3%                                | 0.997                  |
| 1.1%                                | 0.989                  |
| 0.8%                                | 0.992                  |
| 0.7%                                | 0.993                  |
| 0.4%                                | 0.996                  |
| 0.1%                                | 0.999                  |
| 0.2%                                | 0.998                  |
| 0.7%                                | 0.993                  |
| 1.7%                                | 0.983                  |
| -0.1%                               | 1.001                  |
| 0.3%                                | 0.997                  |
| Annual Retention Rate               | 0.93                   |
| Annual Attrition Rate               | 6.6%                   |

| U.S. Bureau of Labor Statistics National Avg. Quit Rate (Monthly) | Monthly Retention Rate |
|---|------------------------|
| 2.2%  | 0.978                  |
| 2.0%  | 0.978                  |
| 2.0%  | 0.978                  |
| 2.0%  | 0.978                  |
| 2.1%  | 0.979                  |
| 2.0%  | 0.98                   |
| 2.0%  | 0.98                   |
| 2.0%  | 0.98                   |
| 1.9%  | 0.981                  |
| 2.1%  | 0.979                  |
| 2.0%  | 0.98                   |
| 2.0%  | 0.98                   |
| Annual Retention Rate   | 0.78                   |
| Annual Quit Rate (U.S. Bureau of Labor Statistics)                | 22.25%                 |

| U.S. Bureau of Labor Statistics National Avg. Separation Rate (Monthly) | Monthly Retention Rate |
|---|------------------------|
| 3.5%  | 0.965                  |
| 3.5%  | 0.965                  |
| 3.4%  | 0.966                  |
| 3.4%  | 0.966                  |
| 3.4%  | 0.966                  |
| 3.2%  | 0.968                  |
| 3.4%  | 0.966                  |
| 3.3%  | 0.967                  |
| 3.3%  | 0.967                  |
| 3.3%  | 0.967                  |
| 3.3%  | 0.967                  |
| 3.3%  | 0.967                  |
| Annual Retention Rate   | 0.66                   |
| Total Separation Rate (U.S. Bureau of Labor Statistics)                 | 6.6%                   |

# LABOR COST SAVINGS OF ERG DISPOSAL

| Department                 | Average Salary | % of Firm | % of Department Interfaith Attendance | Number of Employees Attended by Department | Number of Employees Attended * Average Salary |
|----------------------------|----------------|-----------|---------------------------------------|--|---|
| Sales and Marketing        | \$ 74,754      | 32.57%    | 7%                                    | 16.0                                       | \$ 1,193,022                                  |
| Operations                 | \$ 107,660     | 8.68%     | 8%                                    | 5  | \$ 523,314                                    |
| IT and Engineering         | \$ 152,514     | 12.23%    | 5%                                    | 4  | \$ 652,836                                    |
| Research and Development   | \$ 116,044     | 12.38%    | 14%                                   | 12   | \$ 1,407,892                                  |
| Support                    | \$ 89,773      | 12.23%    | 21%                                   | 18   | \$ 1,613,948                                  |
| Executive Leadership       | \$ 304,075     | 4.41%     | 19%                                   | 6  | \$ 1,783,491                                  |
| Distribution and Logistics | \$ 127,109     | 6.26%     | 14%                                   | 6  | \$ 779,788                                    |
| Finance                    | \$ 145,116     | 6.69%     | 0%                                    | 0  | \$ -  |
| HR                         | \$ 109,745     | 4.55%     | 6%                                    | 2  | \$ 209,723                                    |

| Department                 | Hours Worked per Year (2080) * Number of Employees Attended by Department | Wages Lost on ERG   |
|----------------------------|---|---------------------|
| Sales and Marketing        | 33280   | \$ 932.05           |
| Operations                 | 10400   | \$ 1,308.28         |
| IT and Engineering         | 10400   | \$ 1,632.09         |
| Research and Development   | 27040   | \$ 1,353.74         |
| Support                    | 37440   | \$ 1,120.80         |
| Executive Leadership       | 12480   | \$ 3,715.61         |
| Distribution and Logistics | 14560   | \$ 1,392.48         |
| Finance                    | 0   | \$ -                |
| HR                         | 4160  | \$ 1,310.77         |
|                            |   | <b>\$ 12,765.81</b> |