



STREAMLINEEVENTS



Award Category: Most Impactful Effort Toward Corporate Social Responsibility as Part of an Incentive Program

Program Name: Pure Performer's Club 2019

Program Partner: MC&A Hawaii

Client: Pure Storage



This Pure Storage Pure Performer's Club incentive program is a yearly event rewarding top performers and their significant others. For the 2019 event on the island of Kauai, a CSR component was added—an ambitious goal to build additional space for the Boys and Girls Club of Hawaii (BGCH). The program was the first of its kind for the company, intended to strengthen company loyalty and build emotional connections among the employees through collaboration. It was also designed to support company values through giving back.

Pure Storage contributed \$225,000 raised by the employees, covering the costs of construction, labor, materials and day-of activities, as well as donations to both the BGCH and Habitat for Humanity. The resulting BGCH Lihue Clubhouse doubled in size from 1,800 square feet to over 3,600 square feet, allowing them to serve more youth.

Streamlineevents' DMC partner, MC&A Hawaii, was integral in pushing the project forward, acting as “feet on the ground” to manage the coordination of multiple entities. Habitat for Humanity, BGCH and the local county government were also key in assisting with speedy design, permitting, approvals and working with the contractor.

Streamlineevents brought their logistics expertise, creating timelines, roles and responsibilities, and helping all parties involved keep the project on time and on budget.

The CSR concept was a resounding hit, with 170 participants signed up for the event. As the first event of its kind built into their incentive program, the executive team felt the cultural importance of recognizing the attendees' desire to give back. Thus, the decision was made to include as many employees as possible despite any potential increase to the budget.

Annette Chinn, President and CEO of streamlineevents said, “When partners share a belief in the power of giving back that benefits communities, we make big things happen. We're proud to have partnered with Pure Storage and MC&A Hawaii to transform the lives of young people in Lihue. Corporate social responsibility is more than writing a check—it's about doing something meaningful at the ground level. This is how we have a lasting, positive impact on the places where we bring our groups.”

