



YMCA of Greater Rochester Provides a Voice to All Employees

“Having a tool such as EthicsPoint helps the employee. It gives them the assurance that they know their voice can be heard.”

Fernán Cepero
Chief Human Resources Officer
& Chief Diversity Officer



Solution



Highlights



INDUSTRY
Nonprofit



NUMBER OF
EMPLOYEES
3,000



BEFORE
Nonprofit needed formal reporting system for employees.



AFTER
EthicsPoint provided venue for employees to be heard.

An organization's hotline reporting system serves many purposes, such as providing:

- » A confidential place for employees to clarify policy and discuss or report concerns
- » A communications channel beyond the rumor mill
- » A way to direct employee questions to the appropriate resource
- » An opportunity to provide guidance before a poor decision is made
- » An early warning of issues or problem areas brewing in the organization
- » A last internal stop for whistleblowers before they take an issue outside the organization to a regulator or attorney

[Download the Definitive Guide to Incident Management to Learn More](#)

Challenge: Demonstrating Commitment to Transparency

Before the YMCA of Greater Rochester implemented an employee hotline system, the organization relied on a whistleblower policy to help them encourage employees to report their concerns. But on the heels of high-profile corporate scandals in the early 2000s, the organization realized it needed to formalize its reporting process and demonstrate its commitment to transparency.

With more than 3,000 employees in 17 branches, across five counties in western New York, Fernán Cepero, Chief Human Resources Officer and Chief Diversity Officer wanted to ensure that all employees had a voice and felt like they were being heard.

Solution: EthicsPoint® Incident Management Software

Upon the recommendation of a fellow regional YMCA human resources colleague, the YMCA of Greater Rochester chose EthicsPoint Incident Management software as its solution for collecting and managing employee reports. "Having a tool such as EthicsPoint helps the employee. It gives them the assurance that they know their voice can be heard and that they can do that either anonymously or with full disclosure," said Cepero.

The EthicsPoint employee hotline is publicized on the YMCA of Greater Rochester's website and is introduced to new employees during their orientation. The organization also worked with NAVEX Global to produce awareness materials promoting the hotline that could be distributed to its various branches and posted in employee common areas.

Once an employee submits a report, either over the phone or online, the report is automatically sent to designated reviewers who respond with a confirmation that the report has been received. The reviewers are then able to engage in a dialogue back and forth with the reporter – even if the report is anonymous. "From that aspect, there's no delay or lag time from getting the report to actually responding to it," said Cepero.

Whistleblower Hotline Intake

Trusted by thousands of clients around the world, our hotlines help employees, customers, suppliers and other stakeholders quickly and easily report potential ethics and compliance issues. Our hotlines also provide you with the E&C data you need to inform your program, helping you spot trends and take corrective action before minor issues become major.

Incident Management: EthicsPoint®

Capture and investigate E&C reports from across your organization in a centralized database. Our EthicsPoint Incident Management solution gathers data from all of your reporting channels—including your ethics hotline, web intake, and reports forms for open door conversations—to create a systematic approach to documenting case assignments and streamlining workflow.

Awareness Solutions

Raise awareness of key E&C program components, including your hotline and key training messages, with NAVEX Global's proven awareness materials.

Results: Demonstrating Commitment to Listening to Employees

After more than a decade of using EthicsPoint, the YMCA of Greater Rochester has seen some distinct benefits from implementing the software. For one, the organization is better able to see what's going on at each of its branches.

Cepero takes the data and reports from EthicsPoint and sends it to the senior management team, which includes the Chief Operations Officer, Chief Financial Officer, the CEO and the district vice president. "They equally look at the reports as critically important because they feel that if an individual felt compelled to use this as their vehicle to let us know about an issue that they're concerned about, then it's important."

In addition, every year the YMCA of Greater Rochester does an employee engagement and satisfaction survey. The organization is able to do a comparative analysis between the results of that survey and the reports that are submitted to EthicsPoint. Using both data sets, Cepero and his team can make connections to underlying issues that are being raised in both forums.

Above all, having EthicsPoint in place has shown employees that their opinions matter. "It helped us to reach out and provide a tool to staff who otherwise may have felt that they didn't have a voice."

About YMCA of Greater Rochester

The YMCA of Greater Rochester is a charitable association of members that seeks to place Christian principles into practice through its programs for the community to build a healthy spirit, mind, and body for all. The association has more than 3,000 employees in 17 branches across five counties in western New York.

ABOUT NAVEX GLOBAL

NAVEX Global's comprehensive suite of ethics and compliance software, content and services helps organizations protect their people, reputation and bottom line. Trusted by 95 of the FORTUNE 100 and more than 13,000 customers, our solutions are informed by the largest ethics and compliance community in the world.