



A PURPOSE-DRIVEN WORKFORCE.  
A STRONGER COMMUNITY.



- \* 7 Manager and Director level female team members
- \* 4 months in length
- \* 4 hours per week from their desks



100% of the team members said this project:

- ⇒ Was a useful professional development opportunity.
- ⇒ Made them more inclined to recommend Fidelity as a great place to work.
- ⇒ Provided them with the opportunity to form new relationships with colleagues.
- ⇒ Made a real difference to FIRST NC

Social Return on Investment:  
\$58,950

“Our team was very passionate about empowering females to become leaders within their fields.”

- Fidelity Associate

## Cultivating leadership, confidence and presence in female technologists.



Fidelity Investment’s Personal Investment Technology (PIT) group was seeking a way to cultivate and retain its talented female technologists. In a male-dominated business, PIT’s female employees were struggling to climb into the highest levels of leadership and thus, were becoming harder to retain. They needed a new and different way to cultivate the leadership skills they needed to succeed in those senior roles — and the confidence to advocate for themselves.

*The team was able to use their skills in a way that took them out of their day-to-day and kept them engaged.” - Fidelity Associate*

### The Nonprofit Impact

FIRST NC, a Greensboro-based nonprofit that supports STEM education, was planning to scale rapidly across North Carolina. It was using several redundant spreadsheets to keep track of all of its program data. It knew it needed a centralized, sophisticated database before it would be able to scale effectively.

The Fidelity team developed a **Salesforce database** that effectively tracks and reports on FIRST NC’s critical data, saving staff time, enabling leadership to have a clear dashboard on program outcomes, and create the foundation needed for growth.