

# RUTH VAN HECKE

## ALLSTATE - TAPROOT FOUNDATION FELLOW

CITY: CHICAGO



Ruth sums up her experience at Taproot in three words:

**“Appreciative, eye opening, and enlightening.”**

Ruth Van Hecke is a dedicated employee at Allstate, where she has gained more than 25 years of experience as a Project Manager. In 2012, Ruth was generously granted six months to work as a Pro Bono Fellow at the Taproot Foundation under Allstate’s Helping Hands loaned employee program. She knew that if she could be part of the program, she would be able to do work she has never done before, develop new proficiencies, meet new people, and gain the skills that would make her a stronger employee. She used her project management expertise to manage pro bono designers, and account and project managers to hit every project deadline on time. Ruth was motivated to become a Taproot Pro Bono Fellow because she has a real heartfelt sense of mission and wanted to give back professionally as she does in her personal life.

At Taproot, Ruth worked with the Product Development team to overhaul a large set of core program materials, providing the tools for Taproot’s pro bono consultants to better serve scores of nonprofits across the country. She also mastered new skills including InDesign, copywriting, and copyediting. A team player, she modestly credits her success to her great design team and engaged volunteers.

Ariela Brafman, one of Ruth’s teammates, said,

**“We couldn’t have done what she did without Ruth’s project management expertise.”**

With her only work experience being in the corporate sector, Ruth was unaware of how nonprofits often struggle to get the professional skills needed to further their mission. But in three months Ruth realized the impact pro bono work can have on tearing down the capacity barriers affecting many nonprofits. Ruth found her experience was important because it allowed her to learn and grow as an employee and philanthropist. She intends to share her experience at Taproot with her Allstate department in hopes of expanding Allstate’s loaned employee program and increasing the number of Allstate employees who step out of the office to provide pro bono support.

## RUTH’S PRO BONO POINTERS

### ADVICE FROM AN EXPERT

Volunteer! You will never regret the experience. Life is about relationships and growth. You will grow by learning new things, going new places, and meeting new people!

Nonprofit organizations are trying to function with such limited resource capacity. They need graphic designers and many other professionals to help build out their goals and visions. Get involved today!

**Thank you  
for making  
it matter,  
Ruth!**

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