BETTER EMPLOYEES, STRONGER COMMUNITIES & BIGGER PROFITS

THE SURPRISING SIDE EFFECTS OF CORPORATE GIVING

American Corporations bestow $18.2B yearly to charitable organizations, but the benefits of corporate giving go beyond those served by the charity.

EFFECTIVE CORPORATE GIVING PROVIDES 3 BIG POSITIVES

IT HELPS OTHERS
The corporation understands the value provided by the groups to whom it contributes.

IT HELPS BUSINESS
Corporations with positive reputations for corporate responsibility attract and keep better employees.

IT HELPS BUILD BETTER COMMUNITIES
A new trend in corporate giving is to partner with charities by sharing talent, technology and infrastructure.

THE BUSINESS BENEFITS OF CORPORATE GIVING

Organizations with top scores in employee motivation are about 60% more likely to be in the top 25% for overall business health.

Companies who give back can:

- Effectively engage employees
- Enjoy less turnover
- Increase customer relationships
- Create new market opportunities

TEACH NEW SKILLS TO:

- The people served by Charity partners
- Employees
- Charity employees

- Receive tax breaks for charitable contributions
- Improve visibility, publicity, reputation and profit
- Create a unique advantage over competitors

THE HR BENEFITS OF CORPORATE GIVING

ATTRACTING GREAT TALENT

61% of job hunters take corporate giving into consideration.

83% of employees prefer to work for a company that supports causes/charities.

78% of employees agree that it is the job of businesses to involve themselves in the community.

70% of Millennials favor companies committed to giving.

Job candidates are 5x more likely to reject offers from companies with bad reputations than those with good reputations.

A NEGATIVE CORPORATE REPUTATION MAKES HIRING HARDER

If your company has a bad reputation:

31% of job candidates are more likely to reject your job offer.

33% of job candidates will want a 50% pay increase to accept your job offer.

69% of people are unlikely or very unlikely to accept your job offer.

GROWING AND RETAINING THE BEST EMPLOYEES THROUGH ENGAGEMENT

41% of employees are willing to earn less if their job provided the chance to make a difference.

Disengaged workers cost U.S. businesses **$350** billion annually.

76% of staff on pro bono projects gained significant, job-relevant skills.

Businesses use technology to engage employees in corporate charity campaigns

Employees who volunteer return higher engagement levels than those who don't.

The amount of time volunteering yields the same results for employee engagement.

85% use it to provide information to employees.

50% use it to promote volunteer opportunities.

Over **40%** use it to connect employees with reputable nonprofit organizations.

1/3 use it to provide feedback on how contributions are used.

CORPORATE GIVING CAN BUILD BETTER COMMUNITIES

68% of non-profits classify the organizational capacity gains provided by pro bono volunteers as "transformational."

Companies benefit by supporting nonprofit programs that closely align with their corporate goals and are able to show results.

In 2012

The top U.S. corporate giver donated **$77 million** to NeighborWorks America to help first time homeowners with down payments.

The previous top U.S. corporate giver contributed **$312 million** in cash and products worth $756 million supporting 50,000 charity organizations.

WHERE CORPORATIONS SEE THEIR CORPORATE RESPONSIBILITY

- Social Services 45%
- Environmental Causes 44%
- Community Development 40%
- Promotion of Entrepreneurship 27%

Employees would most like their company to support Children's charities.

Corporate Responses to Hunger and Disaster

Fighting world hunger, one big corporation donated **421 million pounds** of food last year while a smaller company has donated 1 billion pounds of food since 2010.

$131 million Total corporate giving in the aftermath of Hurricane Sandy.

"Business must be run at a profit else it will die. But when anyone tries to run a business solely for profit – then also the business must die, for it no longer has a reason for existence."

Henry Ford

Adecco

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