



chimp

# Workplace Giving is Good for Business

Sixty-five per cent of Fortune 500 companies support their employees in giving. Does yours?



**Employees are increasingly looking for purpose and meaning at work, beyond compensation for doing their jobs.** Team members of all ages, and millennials in particular, want to participate in – and be supported in – giving back and creating social impact through their workplace.

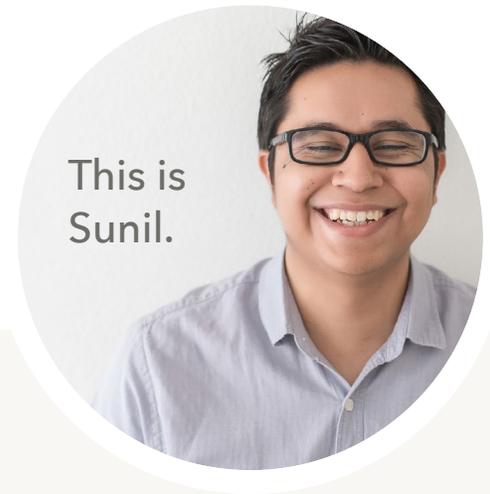
And this goes for customers, too. Being associated with a company that values social responsibility is becoming more important than ever to customers and employees, and both marketing and HR teams are taking notice.

## Workplace Giving Programs Make Recruitment and Retention Easier

If your company, like most, invests significant resources into finding the right people, there's nothing worse than seeing top talent move on. Not only is your initial investment gone, but now you've got to re-invest those resources all over again in finding someone new.

HR managers also face another ongoing challenge: keeping employees engaged and finding ways to incorporate meaning and purpose at work.

Today's employees are a demanding bunch: not only do they want the usual array of benefits and opportunities for advancement, they also want to do work that empowers them to make a difference in the world.



He gets a text from his brother one morning on his way to work with an update on his mom, who is in the hospital.

He sees a friend's band is playing a fundraiser for a local charity.

He also hears about an emerging crisis on the radio.

Sunil is constantly connected to personal networks, social networks and the external world, whether he's at home, at work or on the go.

But can Sunil find support from his workplace for the issues that are shaping his life?

A [report by PWC](#) stated that “across industries, 10% to 15% of the global workforce can be categorized as Disconnected—with low levels of engagement and a high likelihood to exit the organization. What’s more, only two in five employees express a strong intent to work for their current employer for at least another year.”

However, the report continues: “In high-performing organizations that are focused on employee engagement, the rate of Disconnected employees can be cut by more than half. And when employees see positive, ongoing management of employee engagement, they are 20 per cent more engaged than those with no focus.”

*Studies have shown that employees are happier, more connected to their work and more productive at work when they have an opportunity to support causes they care about.*

By giving together, employees build strong bonds that promote workplace cooperation, communication and greater job satisfaction.

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70% of employed Canadians say they would consider changing jobs to a more socially responsible employer

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69% of millennials report that working for socially responsible employers instills a sense of pride, and 64% say it strengthens their loyalty to the employer



Employees most committed to their organizations put in 57% more effort on the job—and are 87% less likely to resign—than employees who consider themselves disengaged.

*When it comes to recruitment, studies show that companies with corporate giving programs attract more talent.*

Today's job seekers rank social values and giving back as important criteria when selecting an employer.

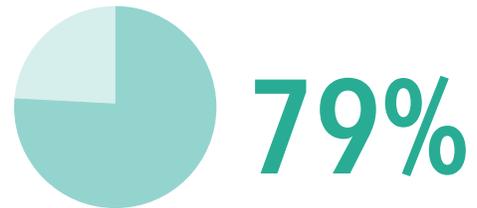
Employee giving programs make it easier to recruit top talent, retain team members and keep employees engaged in purposeful activities that empower them to make a difference in the world.

## Corporate Social Responsibility Can Boost Your Bottom Line

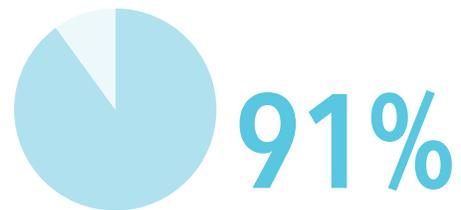
It's no secret that CSR initiatives are good for business. Studies have clearly linked corporate citizenship and social responsibility to business success and shareholder returns.

According to [jkgroup](#), "companies with the strongest growth in giving for community-related programs also had the strongest financial growth, confirming a clear correlation between corporate philanthropy and financial performance."

Further, "Companies with integrated corporate citizenship programs saw a [2.2x increase in access to new markets](#) and a 2.3x jump in employee retention. And companies with at least 4 years of corporate citizenship saw a 3x improvement in risk management and a 3.9x reduction in employee



of millennials want to work for employers that care about how they contribute to society



of older workers want to do "worthwhile" work, and 86% want to help others

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**Millennials'**  
commitment to their beliefs is so strong that they refuse to become affiliated with companies known for unfair or nonsocial practices

health costs. Overall, corporate citizenship translated into fewer sick days, lower corporate expenses, higher profits and overall business success, and lifted company shares.”

*Acting on social values can boost your brand equity and bottom line.*

The issues that affect people’s lives, and the causes they care about, are present whether they’re at work, at home or on the go.

*Thoughtful giving programs that take this into consideration add value to your bottom line. They create a Return on Generosity.*

- 90% of consumers are more likely to trust and be loyal to companies that back causes, and 82% say their purchase decisions are influenced by companies that support social causes

*Consumers reward caring companies with a brand halo, which translates into bigger profits, better brand equity and higher share value.*

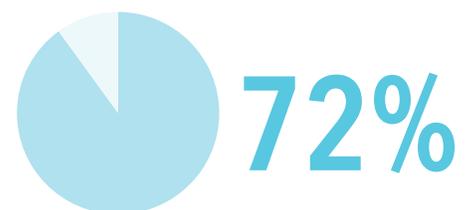
- 9 out of 10 global citizens say they have a more favourable impression of a company after learning it supports disaster recovery

In a nutshell, corporate giving is not just about being noble and selfless but has proven benefits including higher revenue and profits, and long-term brand and reputation development.



She volunteers on the weekends teaching piano to local youth.

Can Jane find support from the businesses she patronizes for the causes she cares about?



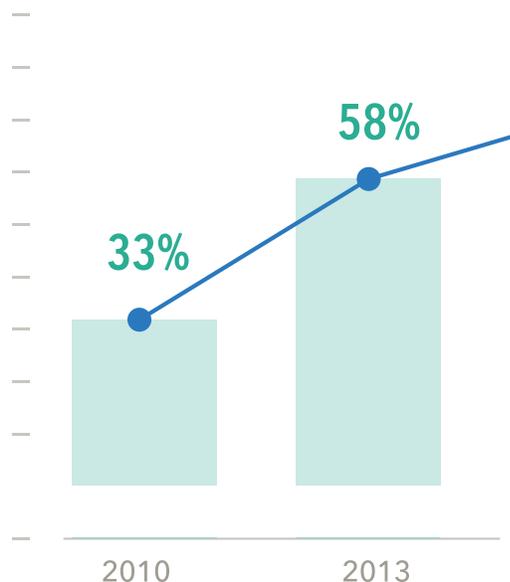
of consumers would recommend a brand that supports a good cause over one that doesn't.

## Workplace Giving by the Numbers

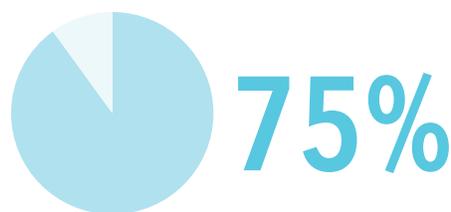
With all of its documented benefits, it's no surprise that [corporate giving is on the rise](#):

### EXECUTIVES LEADING CORPORATE CITIZENSHIP

*Almost 60% of companies have [an executive leading corporate citizenship](#) – a 74% increase over what was reported in 2010*



- Last year, U.S. companies gave \$8.3 trillion to charity
- 9 out of 10 companies interviewed for an [annual survey of corporate societal engagement by CECP](#) offered an employee matching program
- Corporate matches of employee donations were 12% of total corporate cash contributions
- 6 out of 10 companies offered paid-release time volunteer programs



of U.S. consumers say they would donate, volunteer and tell friends and family about a company's CSR efforts



# 4 Ways to Ensure the Success of Your Corporate Giving Program

Corporate giving programs attract, engage and retain employees, and boost your brand and bottom line. But only if they're done right. Today's successful workplace giving programs are interactive, employee and customer-driven, and inspired by causes your people are passionate about.

## 1. Let Employees Choose Where to Give

**Companies that empower employees to bring their causes to work increase participation rates in workplace giving programs.**

That's because people are more likely to give to causes they care about personally, and employees are more likely to participate in fundraising, giving and volunteer activities if their own charitable initiatives are supported by their company and co-workers.

## 2. Double Donations

**Boost the return on your generosity by doubling employee and customer donations.**

Rather than writing a large cheque to a company-sponsored charity, put that money toward matching employee and customer donations. This enables donors to make twice the impact on causes they care about, and incentivizes further giving.

## 3. Leverage Peer-to-Peer Promotion

**Increase engagement in your initiatives by letting employees and customers do the asking.**

People are more likely to give to a cause when asked by a peer than by a superior. By enabling peer-to-peer gifts and social fundraising, you make it more likely that employees and customers will get involved in your corporate giving program.

## 4. Include a Variety of Giving Options

**Give employees and customers the option to give to, fundraise for or volunteer for their chosen causes.**

Not everyone wants to donate to a cause, but many want to give in other ways. Providing options for giving back empowers employees and customers to make a difference on their terms. And that can make all the difference in the success of your workplace giving program.

# Chimp Makes Corporate Giving Easy and Impactful

Chimp is a charitable marketplace - a vibrant community rich with opportunities to discover and act on causes you care about. Our online bank account for charity empowers your employees and customers to give to any registered Canadian charity and create meaningful impact.

Chimp offers simple and affordable solutions for a charitable strategy that meets your business needs.



## DONATION MATCHING

Double employee and customer donations to any registered charity in Canada.



## SOCIAL FUNDRAISING

Invite your customers to raise funds for your chosen causes, and theirs.



## CHARITABLE GIFTS AND INCENTIVES

Reward staff and customers with meaningful, charitable gifts.

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**Empower your employees to make a meaningful difference.** Contact us to put corporate giving to work for your company.

1.877.531.0580  
info@chimp.net  
[chimp.net](https://chimp.net)



To date, more than \$80 million has been given through Chimp. More than 4,400 Canadian charities have benefited.

