



Corporate support for community volunteering is good for business

There have been numerous studies in recent years that confirm that there is a definite business advantage to supporting employee volunteer activities. A few of those findings are provided below.

- Opinion surveys conducted by Corporate Citizenship Company provide clear evidence that employee community involvement does have a real impact on **morale and motivation**. This impact extends even to those who are not themselves involved in such involvement.
- When asked, 76% of respondents to a survey by Deloitte in 2007 felt that volunteering provided an opportunity to **enhance their leadership skills**, and 75% felt that it provided an opportunity to **develop skills they could use at work**.
- 97% of respondents to the Deloitte survey indicated that companies should offer opportunities for its employees to **contribute their skills or talents** to a non-profit organization. However, only 55% said that they were satisfied with the opportunities provided.
- While corporate community involvement has less impact than business related factors, still 19% say that it has a great deal of impact, and 60% say it has a 'fair amount' or a 'great deal' of impact on **pride in the company** they work for. (Corporate Citizenship Company study)
- 19% of respondents indicated that knowledge of corporate community involvement increased the **likelihood of recommending the company to others**, and nearly half say their motivation and **likelihood of staying with the company** are increased.
- In his book, *Bowling Alone*, Robert Putnam discusses the significant decrease in social connectedness over the last 25 years or so, and the impact that it has on our personal health and well being, as well as the health of our communities. "The more integrated we are with our community, the **less likely we are to experience colds, heart attacks, strokes, cancer, depression, and premature deaths of all sorts**."
- As pointed out in an article in *BusinessWeek* about the 21st Century Corporation (8/28/2000), "As employees spend more and more time at work, they crave a more meaningful on-the-job experience. If they can't break away from the office on their own, then they want their companies to provide avenues for community involvement."
- Group employee volunteer efforts are also a good investment for business, because they provide an opportunity to **develop internal relationships that will improve communications, trust, team spirit, etc.**
- According to a recent study by Great Britain's Economic and Social Research Council. People who volunteer are happier and healthier. Additionally, communities with high rates of volunteerism have higher scholastic test scores and lower crime rates than their counterparts with fewer volunteers.