

Giving in Numbers and Employee Engagement

Corporate social responsibility can reinforce organizational values critical for long term organizational development.

Giving in Numbers-2013 features the research findings of Committee Encouraging Corporate Philanthropy (CECP) in association with the Conference Board. A total of 240 leading companies, including 60 of the largest 100 companies in the Fortune 500 participated in this year's survey. The main purpose of this study was to know how companies are meeting societal challenges and corporate social responsibilities and the patterns of giving. It speaks volumes about the way in which corporates maintain business values. The annual *Giving in Numbers* report is based on data drawn from the Corporate Giving Standard (CGS) benchmarking tool. In this article, an attempt is made to highlight how companies are engaging their employees.

The 2008 and 2009 recession affected business communities worldwide. Slowly from 2012, improvement is seen and the 2012 trends show that majority of companies (59%) are giving more than they were before the recession. The value of contributions across 240 companies was more than \$ 20.3 billion in cash and kind in total giving.

Corporate Giving Trends:

1. Giving between 2007 and 2012- increased for 59% companies, decreased for 38% and remained static for 3%- That means giving increased despite slow economic recovery.
2. Non-cash contributions accounted for more than 95% of the aggregate giving increase between 2007 and 2012. Non-cash giving include product donations, probono services and others. This means that companies tightened cash donations due to the effect of recession.
3. While 42% of companies expect giving to remain static in 2013, 40% expect increase and 18% decline in giving in 2013.

Employee Engagement: Companies engage their employees not only in their specified roles but also in various giving in programs. The following list includes various employee engagement programs:

- **Matching-gift Programs-** Under this program, companies' match employee donations of money or volunteer time to eligible non-profit organizations. The median level of matching gift rose from \$3.7 million in 2007 to \$ 4 million in 2012. Matching gifts comprised a median of 12% of a company's total giving in 2012, of them energy companies provided the highest level (17%), followed by IT companies(16%).

Matching-gift programs include:

- **Year Round Policy** (giving that occurs year-round and not as part of a specific campaign)
- **Workplace Giving Campaign** (fundraising drives that occur for a defined time period)
- **Dollars for Doers** (contributions in recognition of a certain level of employee volunteer service)
- **Disaster Relief Matching** (Benefiting disaster related crisis relief, recovery, building and/or preparedness. Disaster Relief Matching-gifts are typically focused on earthquakes in Japan in 2011 and Hurricane Sandy in 2012.

Matching-gift programs' Allocation in 2012, Average Percentages:	Caps in Matching-gift programs:
<ul style="list-style-type: none">• Year Round Policy (41%)• Workplace Giving Campaign (39%)• Dollars for Doers (9%)• Disaster Relief Matching (6%)• Others (5%)	<ul style="list-style-type: none">• Year Round Policy-Ranged from \$300-to \$50000 per employee• Workplace Giving Campaign-\$5000-\$15000 per employee• Dollars for Doers--\$500-\$750 per employee• Disaster Relief Matching- \$5000-\$6000 is common• Others (5%)

- **Employee volunteerism**- Employees are engaged as volunteers and employee volunteerism programs are planned and managed efforts that seek to motivate employees to volunteer under their employer's sponsorship and leadership. In 2012, 188 companies participated of which 60% offered both domestic and international programs and 40% offered only domestic programs. 70% of companies in the matched set offer paid release time programs.

Manufacturing companies provided the majority of non-cash contributions through product contributions (82%).

The most successful programs are:

- **Paid Release Time**- This program allows employees to volunteer with a 501 (c) (3) organization (a charity or public service entity that qualifies for tax exemption) during a normal paid work schedule. Employer incurs costs for the time they spend away from the office.
- **Dollars for Doers** - Contributions in recognition of a certain level of employee volunteer service
- **Company-wide Day of Service**- Company sponsored community activities
- **Employee-Volunteer Awards**- Designed to improve employee morale, increase retention and assist recruitment for high performing job candidates
- **Flexible Scheduling**- Working schedules are not fixed
- **Team Grants**- Grants given to successful teams

Domestic (171 companies)	International (93 companies)
Paid Release Time (75 companies)	Paid Release Time (41)
Dollars for Doers (72)	Company-wide Day of Service (37)
Company-wide Day of Service (71)	Employee-Volunteer Awards (31)
Employee-Volunteer Awards (50)	Flexible Scheduling (26)
Flexible Scheduling (39)	Team Grants (24)

- **Pro Bono service**- Pro Bono service is a type of employee engagement that helps marginalized communities and under privileged population with the unique skills and resources of the employees. It is recorded in the CGS Survey as a non-cash or in-kind contribution.

Trends in Pro Bono Service

- Pro Bono programs grew from 32% in 2008 to 50% in 2012.
- Companies aim to support communities with unique skills and resources of workforce.
- Non-cash giving is defining the new corporate societal engagement.

- **Philanthropic Leverage**- Philanthropic Leverage is fundraising by companies. Philanthropic effort involves raising funds from employees, customers, suppliers and/or vendors which are reported separately in total giving.

Philanthropic Leverage

- Fundraising from employees amounted \$ 747, 725 in 2012
- Fundraising from non-employees amounted \$2.33 million
- Non-employees include customers, vendors, suppliers

In spite of recession, many companies have undertaken philanthropic activities and fulfilled their social responsibilities, as is shown in the data, 59% companies increased their giving in from 2007 to 2012. The predominance of non-cash (products and skills) contributions shows their desire for helping the communities and also engaging their employees in efficient manner. Employee engagement activities clearly demonstrate the commitment of the corporate to meet societal challenges and fulfil their social responsibilities. The main purpose of business is not only making profits but also serve the society in a productive manner by engaging their employees in various activities. The utilization of their employees in a useful way speaks a lot about business values.

According to Edward B Flippo, **responsibility** refers to one's obligation to perform the function assigned to the best of one's ability in accordance with the directions received. Responsibility, authority and accountability are the three inter related concepts that have a bearing on corporate social responsibility.

*Source: Michael Stroik. 2013, "Giving in Numbers 2013", **The Conference Board and CECF**, 2013. Available online at: http://www.pointsoflight.org/sites/default/files/resources/files/2013_giving_in_numbers_cecp.pdf*