

THE VALUE OF CORPORATE VOLUNTEERISM

Empower your employees to be Hand Raisers, Game Changers, and Moment Makers!

Partnering with Hands On offers many benefits for organizations looking to make a positive impact in their communities while fostering a culture of corporate social responsibility.

But it's not just about the impact on the community; it's about the profound effect on individuals within the company as well.

- Employees feel a sense of pride and purpose knowing that their organization is committed to creating positive change.
- They're empowered to give back, to volunteer their time and skills, forging connections and relationships that can extend far beyond the workplace



DID YOU KNOW?

Average employee turnover in the U.S. is 28%, but when employers offer volunteer opportunities, that rate drops to 12%. Source: Reputation Institute

89% of employees believe that companies who sponsor volunteer activities offer a better overall working environment than those that do not. Source: Deloitte Volunteerism Survey

90% of companies indicate that partnering with a reputable nonprofit organization enhances their brand. Source: Nonprofit Source.

MORE REASONS TO IMPLEMENT A STRATEGY OF VOLUNTEERISM

Competitive advantage

- 75% of Americans believe it is unacceptable for companies to be inactive in positively impacting society.
- Approximately 70% of employees expect societal impact through their jobs.

Better employee recruitment and workplace value

- 7 out of 10 are more likely to apply and to accept an offer from an organization they believe to be socially responsible.
- Volunteering is an exercise in empathy and collaboration, two important building blocks of a healthy team culture.

Retain employees

- 40% of employees are more likely to quit their jobs if social and racial justice are not prioritized.
- Corporate responsibility activities reduce absenteeism and turnover as much as 50%, which can save replacement costs up to 90% to 200% of an employee's annual salary for each position that stays.

Increases brand reputation and maintains trust

- 64% of consumers expect companies to talk about their behavior and impact on society, not just customer benefits.
- 77% of consumers support brands who share their values. Using your resources to give back shows that you're willing to put your values into action.

Revenue and sales value

- 36% of customers plan to spend more with socially responsible companies.
- Research conducted by Gartner for Points of Light in 2014 tells us that by creating a formal employee volunteer program, companies can improve revenue by more than \$2 million and reduce costs by almost \$400,000 for every 1,000 employees.



HANDS ON

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