



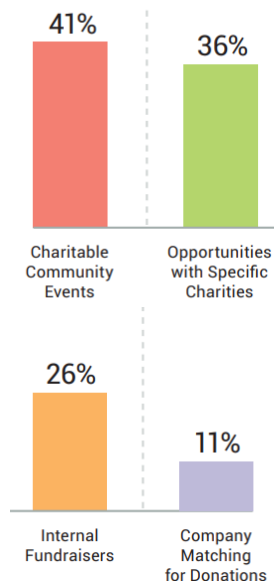
Building a Social Impact Program

Volunteerism & Charitable Giving

To engage employees, reinforce cultural values, and impact community wellbeing, employers are offering more ways to get involved and give back. Volunteer opportunities and charitable giving policies are gaining momentum for this season. While 41% of companies support charitable community events, 28% also offer employees paid time off to volunteer for various causes.



Employees support charitable giving in a variety of ways



Why companies are getting involved?

Corporate Social Responsibility is gaining momentum as a business priority. Consumers, employees, and investors are passionate about social issues and expect companies to address them in their business initiatives. Giving back benefits everyone involved:

- Drives employee engagement, satisfaction and productivity
- Helps companies attract and retain top talent
- Strengthens the company’s brand, builds trust and creates customer loyalty
- Attracts potential investors and enables innovation
- Uplifts and empowers our local, national and global communities in need
- Mitigates the societal effects of social and environmental challenges
- Inspires us all to serve and care for our collective humanity, delivering a ripple effect of good

Millennials are the largest segment in the work force today and have great power as consumers and employees. They seek and support purpose-driven brands, and actively engage in giving back with their time, talent and resources.

Ways to give back

❑ Company driven

- Monetary donations/grants
- Product and service donations
- Employee paid time off for service
- Matching gifts/Dollars for Doers
- 1/1/1 Pledge
- Sponsorships
- Cause-related marketing
- Pro bono services
- Environmental sustainability practices
- Disaster relief
- Upholding UN Sustainable Development Goals

❑ Employee enabled

- Participating in company sponsored philanthropic activities
- Volunteering in the community
- Giving time, talent and treasure
- Conducting Fundraisers
- Running campaigns (food drives, toiletry drives, holiday toy drives, etc.)
- Doing pro bono work
- Creating awareness for social and environmental issues and taking action for positive change

Positive Focus: Creating a social impact program is an evolving process. The most important thing is to begin and adapt as you learn.

Additional Resources:

<https://hello.sequoia.com/impact-create-your-own>

How to get started

❑ Identify your company's business purpose

- At the highest level, what do you hope to achieve?
- Tip: Align with UN Sustainable Development Goals

❑ Identify what your stakeholders care about

- Tip: survey your stakeholders
- Align your program with your business purpose and stakeholder interest

❑ Create and operationalize your program

- Ensure you have leadership support
- Create a mission statement
- Build a cross-functional team
- Document your goals and tie them to business outcomes
- Develop an action plan and budget
 - If you're fundraising, implement a donor platform
- Develop initiatives that make your employees proud; leverage their strengths, passion and skills
- Communicate your program and vision; inspire action and share stories
 - Tip: Share at company all hands meetings
- Track & report your impact

❑ Celebrate your efforts and integrate social impact to your company culture

❑ Reflect on outcomes, make adjustments, continue your plan