

# Alison

**Employee Engagement  
in Social Impact**

**May 7, 2025**



**Percent  
Pledge.**



**Public Affairs  
Council**

# AGENDA

- 01 Introductions  
About Allison Worldwide and Percent Pledge
- 02 Trends and research
- 03 Sample process
- 04 Case studies
- 05 Q&A



# Allison is **different** by design?

Our approach:

**Authenticity**

**Responsibility**

**Transparency**

From unlocking insights to inspiring hearts  
and minds –and everything in between

**Everything we do is designed  
to create meaningful change and impact for our  
clients.**







# Local and National expertise. Global impact.

Our reach extends across **diverse markets, cultures and landscapes**. We bring a comprehensive vantage point to every client engagement, adding depth to our solutions and expanding our nonprofit clients' horizons.

Allison is a network of more than 1,000 builders across 50 markets, empowered to **always push forward –and never stand still.**

## NORTH AMERICA

Atlanta  
Boston  
Chicago  
Dallas  
Los Angeles  
Miami  
New York  
Phoenix  
Portland  
San Diego  
San Francisco  
Seattle  
Washington, DC

## LATIN AMERICA

Brazil  
Costa Rica  
El Salvador  
Guatemala  
Panama  
Honduras  
Ecuador  
Peru  
Mexico

## APAC

Bangalore  
Bangkok  
Beijing  
Chengdu  
Mumbai  
New Delhi  
Seoul  
Shanghai  
Singapore  
Sydney  
Tianjin  
Tokyo

## EUROPE

Lyon  
Munich  
Paris  
London  
Ireland

## MIDDLE EAST

Bahrain  
Egypt  
Jordan  
Kuwait  
Lebanon  
Oman  
Qatar  
Saudi Arabia

## AFRICA

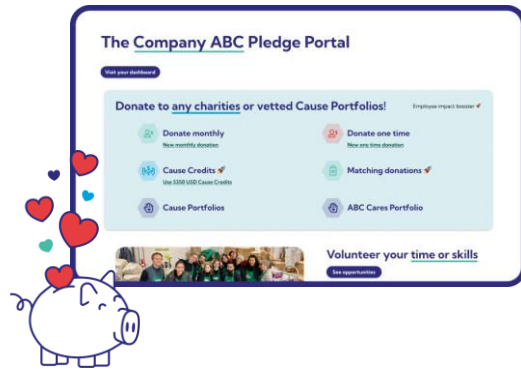
Ghana  
Kenya  
Nigeria  
South Africa

# Nonprofit Clients we have worked with



# Percent Pledge is your platform and partner.

## Giving Platform

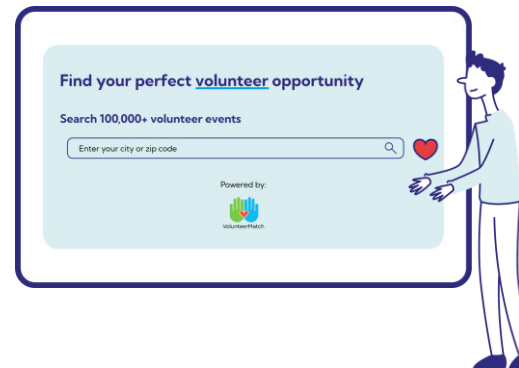


Matching Donations

Disaster Relief Campaigns

Employee Gifting

## Volunteering Platform



Volunteer Management

VTO Tracking & Reporting

VolunteerMatch Database

## Volunteer Events



Volunteer Service Days

Virtual Volunteering

Heritage Month Events

# Five reasons why companies choose Percent Pledge:

- ✓ **All-in-one** – Donations, volunteering, and events.
- ✓ **Fast to set up** – Live in days, not months.
- ✓ **Easy to use** – No training required.
- ✓ **Expert Support** – Dedicated Social Impact Managers.
- ✓ **Zero donation fees.**

# Customers are happy and successful.



**90%** engagement in global Workplace Giving & Volunteering.



**200%** increase in global matching donation participation.



**16** volunteer events completed in **16** global sites within first month.



**3,600+** hours served in first months of VTO program.



**3,419%** over fundraising goal in their Annual Giving Challenge.



**70%** engagement in global Workplace Giving & Volunteering.





The stakes  
have never  
been higher  
for nonprofits

# Demand for services is **unprecedented** and yet it's the most challenging environment in decades.

**-3.4%**

AMOUNT DONATIONS FELL  
IN 2022 - ONLY THE FOURTH  
TIME THERE WAS A DECLINE  
IN 40 YEARS

**41.5%**

OF DONORS CITE WORD-OF-  
MOUTH AS KEY DRIVER IN  
NONPROFIT AWARENESS

**86%**

OF NONPROFITS REPORTING  
DIFFICULTY IN RETAINING  
EMPLOYEES

**25%**

NUMBER OF NONPROFITS  
PROJECTING A DEFICIT THIS  
YEAR DUE TO HIGH COSTS +  
LOWER CONTRIBUTIONS

**68%**

OF NONPROFITS IDENTIFY AS  
TECH LAGGARDS, WHILE 75%  
BELIEVE DIGITAL ADVANCES  
ARE ESSENTIAL TO FUTURE  
SUCCESS

**91%**

OF FUNDRAISING EVENT  
ATTENDEES THAT TAKE  
FURTHER ACTION AFTER A  
POSITIVE EXPERIENCE

# Awareness Connects Us

PEOPLE CARE,  
AND THEY  
**EXPECT**  
BUSINESSES TO  
CARE, TOO

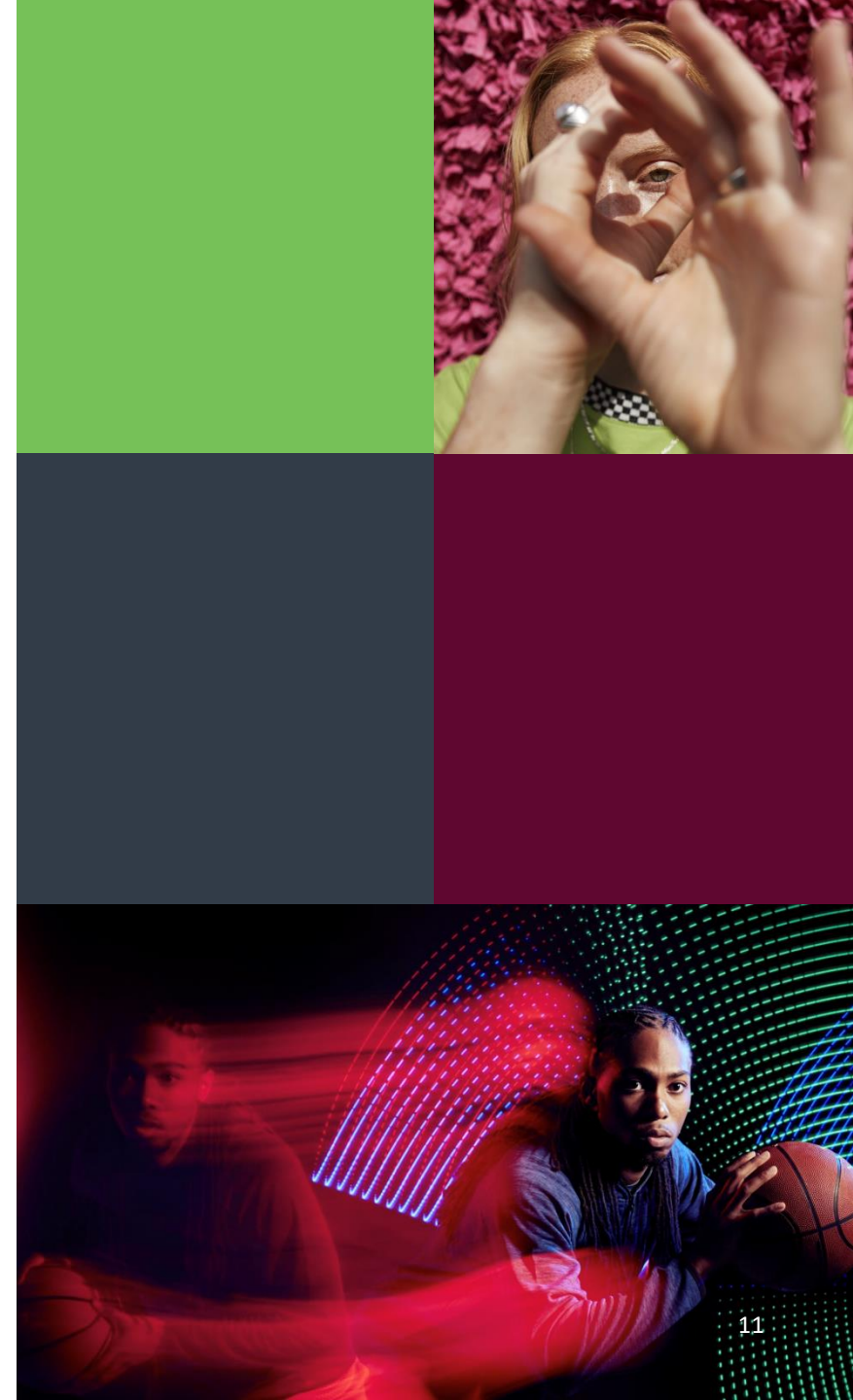
There's never been more focus on social causes than there is today – an upshot from the pandemic, which saw businesses to step and support organizations in their communities and on a global scale.

AUTHENTICITY  
IS A NECESSITY,  
NOT A NICE-  
TO-HAVE

Collaborations between nonprofits, government agencies + corporations are meaningful and significant; engagement requires strategic planning and coordination to capture the right sentiments.

ROOTED IN  
HUMAN  
CONNECTION

Businesses want to align with the right causes to complement their own missions, values and culture – They use their ESG reporting and ERGs to build awareness and demonstrate their impact.



# Passion Assessment\* - employees shared what they care about and how they want to engage in social impact

**93% of employees** say it is important their companies to offer opportunities to give back and support causes.

**98% of employees** would like to donate and/or volunteer at work.

**88% of employees** say volunteering contributes to their persona and professional development.

\*20,000+ employees surveyed



# Passion Assessment - employees shared what they care about and how they want to engage in social impact cont.

The top 3 causes employees care about most are:

**Environment**

**Youth & education**

**Hunger & homelessness**

# Passion Assessment - employees shared what they care about and how they want to engage in social impact cont.

Volunteering is the new corporate giving:

**81% of employees** want to volunteer at work

**62% of employees** want to donate at work

Addressing the awareness gap: (low participation is due to awareness)

Despite **98% of employees** say they would like to engage in social impact at work, only **23% of employees** say they were aware of opportunities to do so.

# Passion Assessment - employees shared what they care about and how they want to engage in social impact cont.

Bridging the timing gap: (low participation is due to awareness)

**81% of employees** would like to volunteer at work, but 46% of employees feel they do not have time or are not given time to volunteer at work.

# Passion Assessment - employees shared what they care about and how they want to engage in social impact cont.

Employees crave in-person connection:

**62% of employees** would prefer to volunteer in-person with colleagues

Employees crave meaningful, face-to-face connections, making in-person volunteering events a highly effective "team bonding on steroids" opportunity.

Companies driving return-to-office initiatives can strategically leverage these events to foster deeper employee engagement and smoother workplace transitions.



# BUILDING AN AUTHENTIC MODEL



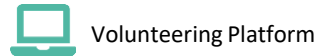
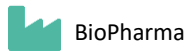


An aerial, top-down view of a building's facade. The facade features a repeating pattern of rectangular windows, each with a light-colored frame and a dark interior. The windows are arranged in a grid that is slightly offset, creating a sense of depth and rhythm. The building's exterior walls are a light, textured color. A semi-transparent horizontal band across the center of the image contains the text "CASE STUDIES" in a white, sans-serif font.

# CASE STUDIES



# How a Global Pharma client unlocked volunteer engagement.



## Objectives:

- Increase volunteer engagement
- Add a new VTO benefit (1 day per employee per year)
- Find a platform with global volunteer opportunities
- Find a platform to automate VTO reporting

## Outcomes:

- Launched with Percent Pledge in March 2023
- Achieved the following results in just 9 months
- Completed a multi-year partnership extension



**0 to 3,000 VTO hours**

Goal - first year



**3,410 VTO hours**

Actual - first 9 months



**67% of employees**

Who visited the platform, volunteered

# Impact results from Percent Pledge partners

**Magnite** offers matching donations and saw 78% participation worldwide.

**Suzy** achieved 100% employee engagement in its Suzy Cares program.

**Liftoff** reached 40% employee engagement in global giving and volunteering within its first 6 months.

**Identity Digital** enjoys 88% employee volunteer engagement and plants a tree for every employee volunteer hour.

**Integral Ad Science** hosted 20 corporate volunteer events and increased employee volunteer hours by 102%



# SPECIAL OLYMPICS / ALLISON WORLDWIDE PARTNERSHIP

In 2022, Allison Worldwide announced a **multi-year partnership with Special Olympics** to increase brand awareness for the organization's programming, while creating a unified philanthropic and engagement effort across the agency. Built around **shared purpose-driven objectives of global inclusion**, the partnership has contributed volunteer matching opportunities in addition to **paid public relations support** and access to specialized services annually, including a **significant commitment in 2025**.

Year three brought deeper engagement with growth in number of offices participating, number of activations and the development of bespoke chapter relationships.



# ENGAGEMENT BY THE NUMBERS

# 520+

HOURS VOLUNTEERED WITH  
SPECIAL OLYMPICS

# 70+

ALLISON EMPLOYEES  
VOLUNTEERED

# 10

OFFICES ENGAGED  
GLOBALLY





# WORLD GAMES MEDIA RELATIONS SUPPORT

## Latin America

Our Latin America team spanning Central America, Caribbean and Ecuador developed a media plan and trained spokespersons in their Costa Rica offices for World Games. The plan included two press releases and tailored outreach around regional athletes. **The team's efforts resulted in more than 90 pieces of coverage including top outlets like Teletica, La Teja, CR Hoy, Zox, La Esquina 506, and more.**

In 2024 our Latin American team supported **Special Olympics first Latin American regional games with media outreach, social posts, and press releases.** Our team secured a sponsor for a Costa Rican girl who will represent the country with Special Olympics for beach volleyball. Unlike other athletes, the girl lives in a shelter and doesn't have access to the same resources as her teammates, so a sponsor was found to provide her with all the sports equipment she needed.



## ¡Regresan los Juegos Mundiales de Olimpiadas Especiales!



## Busca brillar en Berlín



Israel Solano Jiménez, de 25 años, es un cruzrojoista voluntario. CORTESIA



# BERLIN GAMES

## 2023 World Games in Berlin

The Special Olympics World Games took place in Berlin last year, only about a four-hour train ride away from our office in Munich! So in June 2023, 13 team members of Allison's Munich office traveled to Berlin as on-site support for the international communications team of Special Olympics. **Over two days, our team members captured the stories and voices of athletes, coaches, support staff, volunteers and fans, and turned them into articles, social media posts and content for the daily communiqué distributed to several thousand journalists from across the globe.**

*“To experience the enthusiasm, the togetherness, and the team spirit firsthand was unforgettable. After all, these are also factors that shape our teamwork at Allison on a daily basis. Without the motivation, skill and empathy of my colleagues in Munich, this involvement would not have been possible.”*

Miryam Abraham, Account Manager, Munich





GLOBAL

## Social media stewardship

As an extension of our relationship with Special Olympics, Allison weaved content from the organization within owned social channels. We also encouraged employees to share content on their personal social media accounts, mobilizing around campaigns including the **#PledgeToInclude Day** of Inclusion on March 1, and Allison’s own “**12 Days of Giving**” cross-channel social posts in December. Special Olympics social posts among Allison and its employees resulted in more than 130 likes and 115 engagements.

Allison+Partners

@AllisonPR

Today is Special Olympics Day of Activation, a campaign our client is launching to spread its mission of **#inclusion** far and wide. Give **@PledgeToInclude** a visit to share how you are **#GoingAllIn** for inclusion, just like **@Raiders** WR Mack Hollins does here. [spreadtheword.global/pledge](https://spreadtheword.global/pledge)

Allison+Partners

77K followers

5mo •

Today is Special Olympics Day of Activation, a campaign our client is launching to spread its mission of **#inclusion** far and wide, while encouraging others to do the same. Give **#pledgetoinclude** a visit to share how you are **#GoingAllIn** for inclusion, just like Special Olympics Ambassador and Las Vegas Raiders WR Mack Hollins does here. <https://lnkd.in/gPRA83u>

**Brent Diggins** @BDiggs · Mar 1

Being inclusive requires both action and words. I’m **#GoingAllIn** through my words and actions to be more inclusive in support of our client [@specialolympics](https://twitter.com/specialolympics)

Join the pledge now to promote inclusion at [@spreadtheword.global](https://spreadtheword.global) [@pledgetoinclude](https://twitter.com/pledgetoinclude)

We’re excited to support Special Olympics athletes all over the world who are celebrating **#InternationalDanceDay** from home! Show your support for inclusion: [jointherevolution.org/pledge](https://jointherevolution.org/pledge) **#AloneTogether** **#InclusiveHealth**

# GLOBAL

## Podcast collaborations

Allison and Special Olympics shared their expert voices with each other's respective audiences via two podcast interviews. Chris Morrison and Jorge Alcaraz from Allison discussed "inclusivity in communications" on [Special Olympics' official podcast, Inclusion Revolution Radio](#). Meanwhile, Shane Winn and Shane Arman welcomed [Special Olympics' Jason Teitler](#) on our [Allison Sports podcast](#) to discuss inclusivity in sports, among other topics.

[Inclusion Revolution Radio with Allison](#)

[Allison Sports Podcast with Special Olympics](#)



Season #5 Episode 04

**Chris Morrison &  
Dr. Jorge Alcaraz**

Allison+Partners

### ALLISON+SPORTS PODCAST SERIES



SHANE ARMAN



JASON TEITLER, GLOBAL COMMUNICATIONS AND BRAND LEAD, SPECIAL OLYMPICS



MIRIAM ABRAHAM



# PRSA ICON CONFERENCE

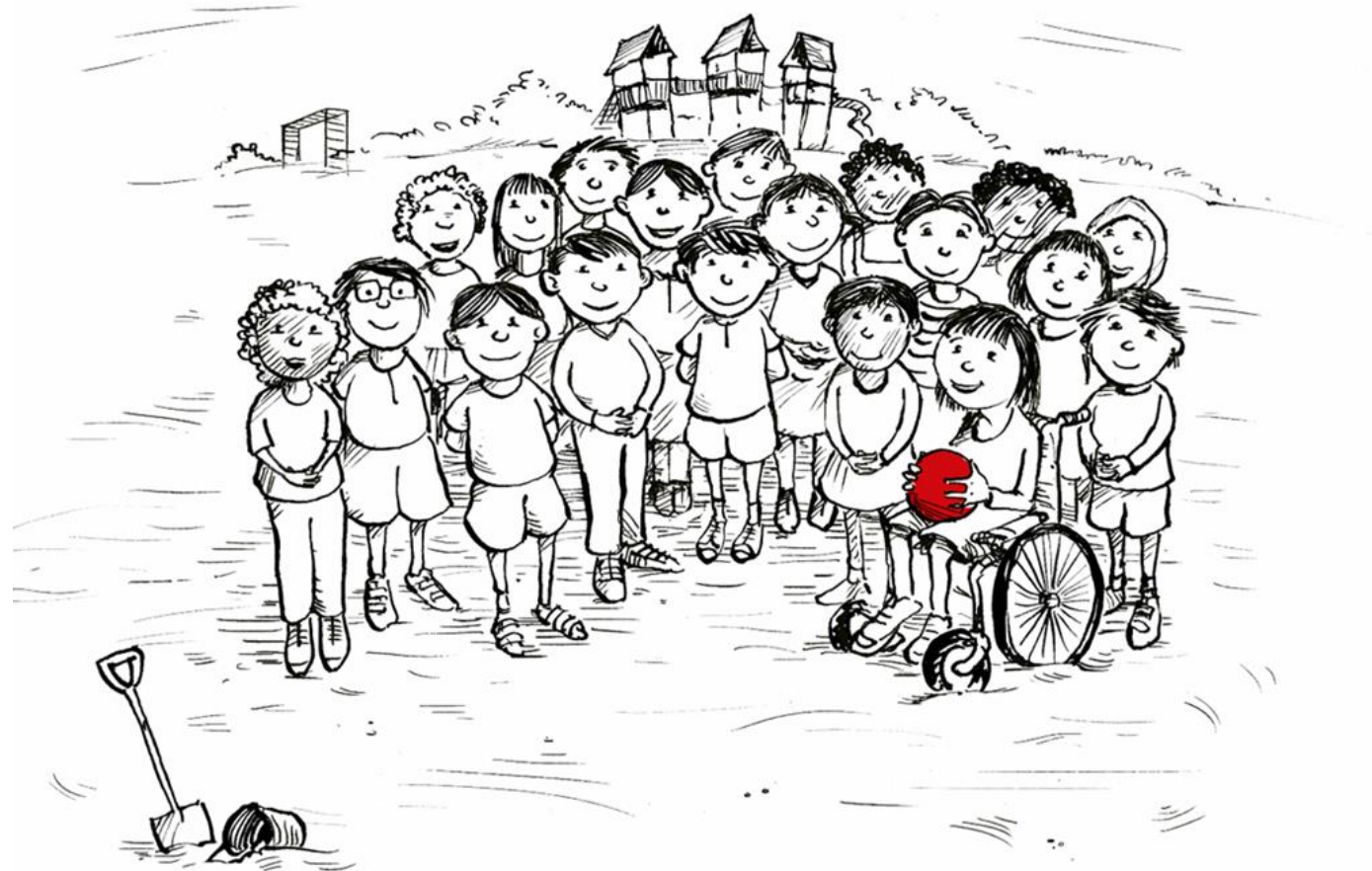
## Event Collaborations

Scott Pansky from Allison and Christy Weir from Special Olympics recently spoke at the [PRSA Icon Conference together on the importance of storytelling](#). This collaboration highlighted amazing athlete stories from Special Olympics against the backdrop of Scott's book ["Playing Together in the Sandbox"](#).

College students in attendance were encouraged to tell a Special Olympics story in their own way and learned about the organization, its goals, and the global partnership with Allison.



**YOU CAN DO ANYTHING. THE WORLD IS YOUR  
PLAYGROUND!**



**Have fun playing in the sandbox too!**

# Alison

**Employee Engagement  
in Social Impact**

**May 7, 2025**



**Percent  
Pledge.**



**Public Affairs  
Council**