

# Public Affairs Council Webinar

**Wednesday, April 25, 2019**





GlobalGiving makes it possible to give to vetted nonprofits anywhere in the world.

# GlobalGiving Reach

22K

projects

875K

donors

285

corporate  
partners



# **Why** Engage Stakeholders with CSR



engaging  
**employees**

Purpose can  
help attract  
talent.

---

Employees are  
willing to work for  
less money, if  
organization has a  
strong sense of  
purpose.



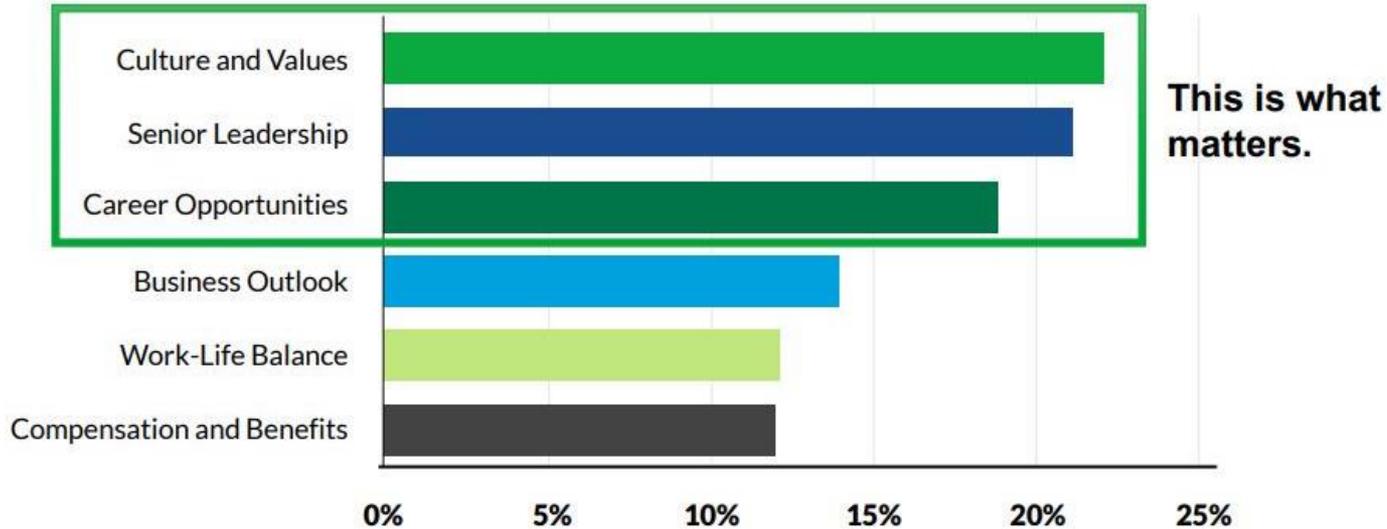
A young child, likely a girl, is the central focus of the image. She is wearing a bright red fire helmet with a black chin strap and a light blue short-sleeved uniform shirt with dark blue suspenders. She has a thoughtful expression, with her hands clasped together under her chin. The background is slightly blurred, showing other people in similar uniforms and red helmets, suggesting a fire station setting. On the left side of the image, there is a dark grey semi-transparent box containing white text.

Highly engaged  
employees are **36%**  
**more likely to stay**  
**at an organization.**

---

**Source:** Survey, Aon

# Factors That Impact Employee Satisfaction



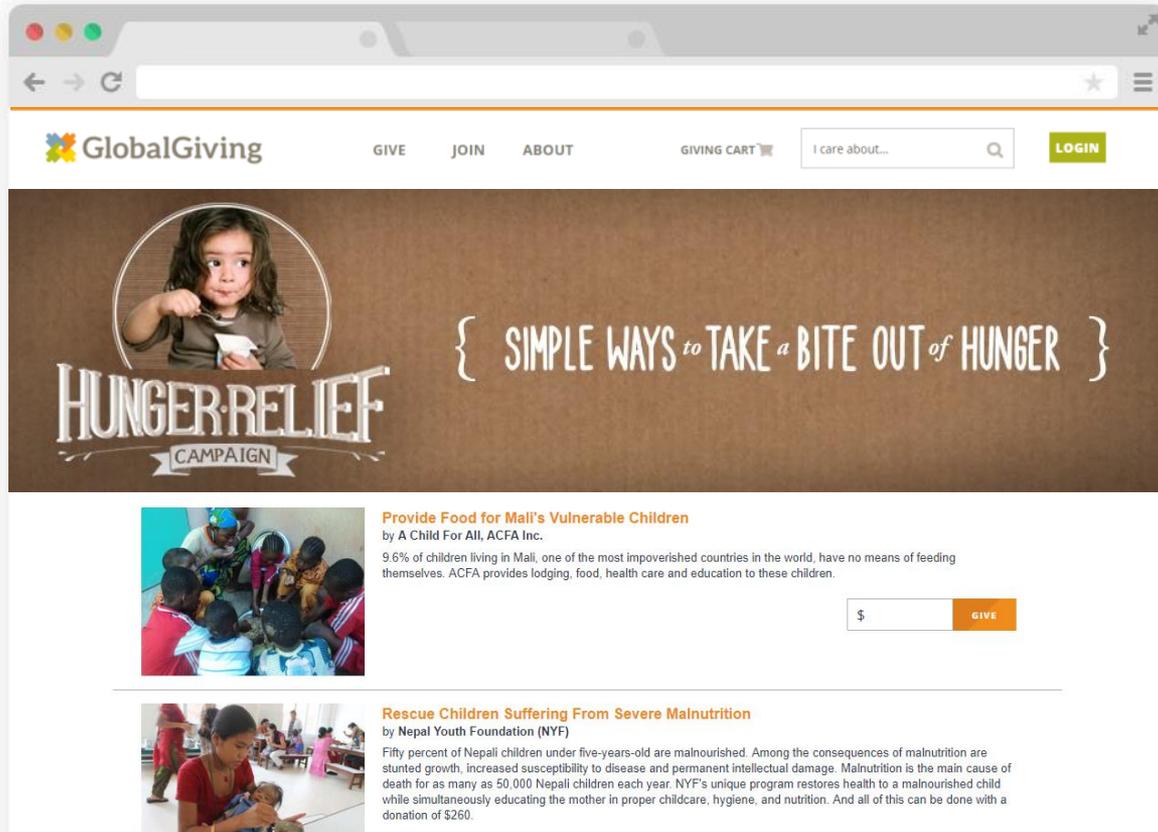
Source: Survey, [Glassdoor.com/research](https://www.glassdoor.com/research)

# 78%

of Americans believe companies must do **more than just make money**; they must also **positively impact society**.

**EXAMPLES**

# Employee Giving: Google



The screenshot shows a web browser displaying the GlobalGiving website. The browser's address bar is empty. The website's navigation bar includes the GlobalGiving logo, links for GIVE, JOIN, ABOUT, and GIVING CART, a search bar with the placeholder text "I care about...", and a LOGIN button. The main content area features a large banner for a "HUNGER RELIEF CAMPAIGN" with the text "SIMPLE WAYS to TAKE a BITE OUT of HUNGER" and an image of a young girl eating. Below the banner, there are two campaign cards. The first card is titled "Provide Food for Mali's Vulnerable Children" by A Child For All, ACFA Inc. and includes a "GIVE" button. The second card is titled "Rescue Children Suffering From Severe Malnutrition" by Nepal Youth Foundation (NYF) and includes a "GIVE" button.

**GlobalGiving** GIVE JOIN ABOUT GIVING CART I care about... LOGIN

**HUNGER RELIEF CAMPAIGN** { SIMPLE WAYS *to* TAKE *a* BITE OUT *of* HUNGER }

**Provide Food for Mali's Vulnerable Children**  
by A Child For All, ACFA Inc.  
9.6% of children living in Mali, one of the most impoverished countries in the world, have no means of feeding themselves. ACFA provides lodging, food, health care and education to these children.

\$ GIVE

**Rescue Children Suffering From Severe Malnutrition**  
by Nepal Youth Foundation (NYF)  
Fifty percent of Nepali children under five-years-old are malnourished. Among the consequences of malnutrition are stunted growth, increased susceptibility to disease and permanent intellectual damage. Malnutrition is the main cause of death for as many as 50,000 Nepali children each year. NYF's unique program restores health to a malnourished child while simultaneously educating the mother in proper childcare, hygiene, and nutrition. And all of this can be done with a donation of \$260.



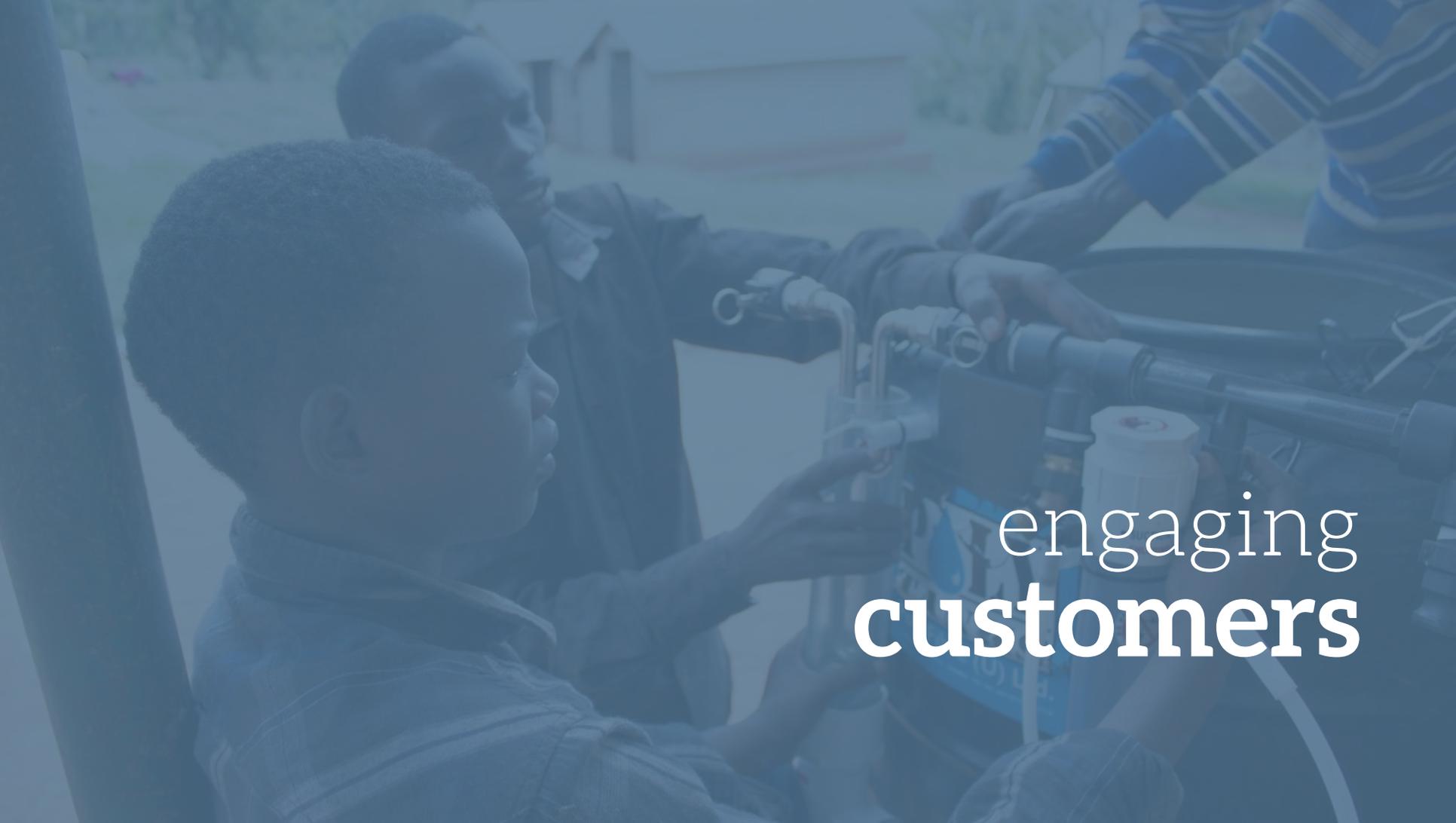
“Brilliant initiative. I joined Google just last week and this tops the list of reasons why I love Google already.”

Google Employee

# Employee Volunteerism: Salesforce.org



- Leverages the company's technology, people, and resources to improve communities throughout the world.
- Integrated philanthropic approach
- 1-1-1 model: 1% of resources, time, and product



engaging  
**customers**

## The Case for Cause Marketing

87% of consumers would purchase a product based on a company supporting a social or environmental issue the consumer cares about.

*Source: Cone/Porter Novelli Purpose Study*

**EXAMPLES**

CRUZAN RUM'S  
ISLAND SPIRIT FUND

# Awaken your island *spirit*

For every bottle of Cruzan® Rum we sell,  
**we donate a portion of the proceeds  
to the Island Spirit Fund,**  
to support the relief, renewal and resilience of  
communities weathering storms of all kinds.

Journey with us at [cruzanrum.com](http://cruzanrum.com)



THE ISLAND  
SPIRIT FUND



RELIEF RENEWAL RESILIENCE

RIOT GAMES'  
DARK STAR CHO'GATH



G A M E S



# Takeaways

- Employees want to work at companies that do good
- Consumers want to buy from companies that do good
- Identify issues that matter to customers and employees
- Build strategy around your company's core assets
- Live and communicate values



Q+A