

CORPORATE GIVING MADE EASY

Benefits of Corporate Giving

CORPORATE GIVING

“MAKING GOODNESS THE BUSINESS OF EVERY ORGANISATION”

Corporate giving is a way of connecting the resources of businesses and the strengths of the community to build thriving places in which to live, work and do business. Businesses have an important role to play in addressing key issues affecting both them and the community and shaping the world around them.

WHY SHOULD YOU GIVE?

Smart business is being a good corporate citizen and ‘doing good by doing well’. Informed corporate giving gives you a solid platform for you to demonstrate your corporate values to your employees, customers and other stakeholders.

If done meaningfully and as an integral way of doing business, giving can create value for the community as well as for your company. Employees want to work for companies that are committed to doing good for society and customers want to spend money with these companies. In particular, the younger millennial generation want to work for a company that has a culture of giving, they want to feel an emotional connection with causes and they want to play an active role in giving back.

Millennials who frequently participate in their company’s volunteering programme/s are more likely to be loyal to their company¹

67% of employees prefer to work for a socially responsible company³

Publicity gained from pro-bono activity is less likely to be viewed as self-serving, compared to traditional advertising²

65% of HR executives believe that employees develop new skills through volunteering⁴

55% of customers are willing to pay more for products from companies committed to social impact³

Companies with engaged workforces have higher earnings per share⁴

HOW TO GIVE?

Companies of all sizes and across all sectors can give back and there are many different and creative ways that you can make a difference and effect change. This could involve engaging your employees to fundraise for a particular cause, lending your skills and expertise to build the capability of a non-profit organisation, or donating the use of your function room for after-school activities for underprivileged children. Every act of giving, be it time, talent, treasure or simply holding out a helping hand, can leave an impact. Even a little help can go a long way!

There is no blueprint or 'one size fits all' for the most effective corporate giving programme; every approach should be tailored according to the business interests of each company.. Giving doesn't only have to be financial, although this is always warmly welcomed by non-profit organisations. For example, a company can also give back through employee volunteering, pro-bono service or in-kind donations.

However, it has been shown over time that the most impactful giving takes place when business objectives, community needs and employees' interest are all met. Take some time to think about and plan how you can best use your assets and resources for greater impact. Real change is more likely to happen when you have a goal in mind or an objective you want to reach. Start small and develop a strong foundation for you to build upon and then grow your giving step-by-step in a sustainable, strategic and planned way.



¹ Volunteer IMPACT Survey, Deloitte, 2011

² Making Business Case for Pro Bono, Pro Bono Institute, 2000

³ Volunteer IMPACT Survey, Deloitte, 2013

⁴ Doing Well By Doing Good, Nielsen, 2014

⁵ State of American Workplace, Gallup, 2013

ACKNOWLEDGEMENT

This resource is developed for the Company of Good Resources, as part of the Company of Good Programme. We would like to acknowledge and thank the parties involved for their contribution. To use or distribute this resource, please attribute this publication to the Company of Good. For more information and to access more resources, please visit the Company of Good portal at companyofgood.sg or email us at contact@companyofgood.sg.

ABOUT COMPANY OF GOOD

Launched by the National Volunteer & Philanthropy Centre and in partnership with the Singapore Business Federation Foundation, the Company of Good is a programme designed to help businesses give better. The Company of Good Framework comprises 4 “Is” to guide companies on giving better and holistically. “Investment” defines how extensively and strategically a company gives. “Integration” depicts how giving is integrated with the business functions and interests of a company. “Institutionalisation” outlines how giving is supported by its policies, systems and incentives. “Impact” is assessed by the mechanisms put in place to measure the outcomes of the company’s giving efforts.

Through the Company of Good portal, companies can take a quiz to understand their profile of giving, access a useful pool of resources and toolkits to build their knowledge and capabilities to give better, and join the Company of Good Network to partner other companies to champion corporate giving in Singapore. As part of the Company of Good Network, companies can represent and advocate corporate giving in Singapore and be allowed to use the Company of Good badge as part of their corporate identity.

Last Updated July 2016