

CORPORATE GIVING

MADE EASY

Building the Business Case for Corporate Giving

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Businesses are increasingly moving beyond transactional corporate giving, for example simply writing cheques, to more strategic and impactful giving. More and more companies are linking their business goals together with their social goals. This approach can ensure that giving activities have a more defined focus and that giving strategies build both sustainable communities as well as bringing direct and indirect benefits to the business.

By demonstrating the impact that giving has on employees, customers, stakeholders as well as the bottom line, a business case can help to secure buy-in from senior leadership as well as gaining internal support across business operations and teams.

POTENTIAL BUSINESS BENEFITS

HR & TALENT MANAGEMENT

- Recruitment and retention
- Team morale and company culture
- Professional and personal development
- Increased productivity
- *88% of respondents indicated that skills based volunteering and pro bono work had a positive impact on their managerial skills and 90% on leadership skills¹*

BUSINESS DEVELOPMENT

- Market knowledge
- Product development
- New market penetration
- *Companies are 2.2x more likely to gain access to new markets by strategically integrating their corporate citizenship initiatives²*

BRAND BUILDING & AWARENESS

- Customer acquisition
- Customer retention
- Customer loyalty and trust
- Brand differentiation and competitor advantage
- *59% of respondents indicated that it was "very important" for them to buy goods from a company involved in charitable giving and 35% said that they would be "very likely" to switch brands based on a company's corporate giving record⁶*

REPUTATION

- Responsible member of the business community
- Shareholder trust and investor attraction
- Supplier relations
- Media relationships
- *88% HR Executives believe that volunteerism has a positive impact on an organisation's reputation¹*

¹ Skills Based Volunteerism and Leadership, Deloitte, 2014

² The State of Corporate Citizenship, Boston College Centre for Corporate Citizenship, 2014

³ Pillsbury, 1994

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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.

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