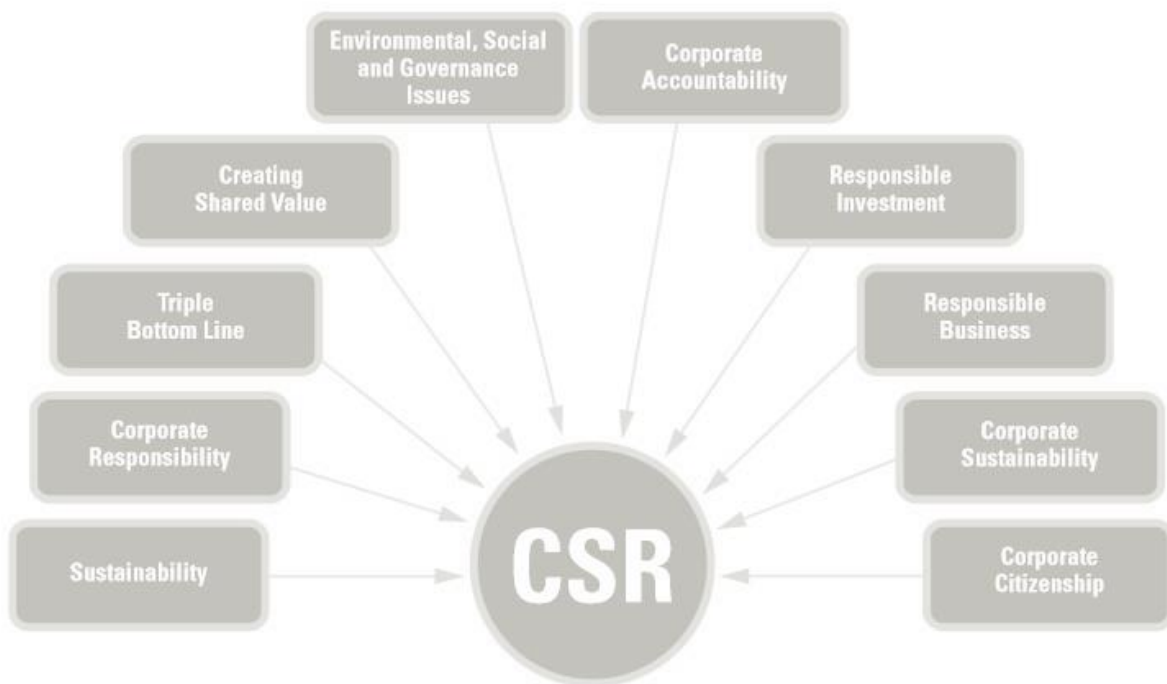


# CORPORATE SPONSORSHIP

## HOW A SOCIAL RESPONSIBILITY PROGRAM CAN BENEFIT YOUR BUSINESS OR ORGANIZATION

Corporate social responsibility (CSR) is a broad term used to describe a company's efforts to improve society in some way, from donating money to nonprofits to implementing environmentally-friendly policies in the workplace. Charitable giving trends reflect strong public support for businesses with a CSR program.



- 55% of consumers are willing to pay more for products from socially responsible companies
- Corporate social responsibility helps attract and retain engaged and productive employees
- 93% of the world's 250 largest companies now publish annual CSR reports
- Positive social responsibility improves a company's public image and relationship with consumers.
- Private individuals represent 72% of charitable donations, indicating strong public interest in philanthropic giving programs
- Having a strong CSR program increases opportunities for positive media coverage

# HOW CORPORATIONS BENEFIT FROM CORPORATE SOCIAL RESPONSIBILITY

## IMPROVE PUBLIC IMAGE

Companies that demonstrate their commitment to various causes are perceived as more philanthropic than companies whose corporate social responsibility endeavors are nonexistent.

Remember, consumers feel good shopping at institutions that help the community.

Corporations can improve their public image by supporting nonprofits through monetary donations, volunteerism, in-kind donations of products and services, and strong partnerships.

By publicizing their efforts and letting the general public know about their philanthropy, companies increase their chances of becoming favorable in the eyes of consumers.

## BOOST EMPLOYEE ENGAGEMENT

Employees like working for a company that has a good public image and is constantly in the media for positive reasons. Happy employees almost always equal better output.

**Nearly 60% of employees who are proud of their company's social responsibility are engaged at their jobs.**

When companies show that they are dedicated to improving their communities through corporate giving programs (like matching gifts and volunteer grants), they are more likely to attract and retain valuable, hardworking, and engaged employees.

If a corporation is philanthropically minded, job-hunting individuals are more likely to apply and interview for available positions. Once hired, employees who are engaged will stay with a company longer, be more productive on a daily basis, and will be more creative than disengaged workers.

## INCREASE MEDIA COVERAGE

It doesn't matter how much your company is doing to save the environment if nobody knows about it. Make sure you're forming relationships with local media outlets so they'll be more likely to cover the stories you offer them.

How much good a company can do in its local communities, or even beyond that, is corporate social responsibility. And the better the benefits, the better the media coverage.

On the other hand, if a corporation participates in production or activities that bring upon negative community impacts, the media will also pick this up. Media visibility is only so useful in that it sheds a positive light on your organization.

## ATTRACT & RETAIN INVESTORS

Investors who are pouring money into companies want to know that their funds are being used properly.

Not only does this mean that corporations must have sound business plans and budgets, but it also means that they should have a strong sense of corporate social responsibility.

When companies donate money to nonprofit organizations and encourage their employees to volunteer their time, they demonstrate to investors that they don't just care about profits.

Instead, they show that they have an interest in the local and global community.

Investors are more likely to be attracted to and continue to support companies that demonstrate a commitment not only to employees and customers, but also to causes and organizations that impact the lives of others.