



# Snapshot

What U.S. Employees Think About  
Workplace Giving, Volunteering, and CSR



## About the America's Charities Snapshot Series

Since 2000, America's Charities has been reporting trends that are shaping the evolving field of workplace giving from both the employer and nonprofit perspective: [www.charities.org/trends](http://www.charities.org/trends).

For the first time, Snapshot explores trends in employee giving from the perspective of employee donors.

We call this seminal research "Snapshot," because it is just that: a captured moment in time, or a snapshot, of attitudes and perceptions on employee giving and engagement and CSR in a particular moment of time.

### Snapshot Employer Research

The New Corporate  
DNA: Where Employee  
Engagement and Social  
Impact Converge

### Snapshot Nonprofit Research

Rising Tide of Expectations -  
Corporate Giving,  
Employee Engagement and  
Impact

### Snapshot Employer Research

Trends and  
Strategies to Engage  
Employees in Greater  
Giving

### Campaigns at the Crossroads Series

Developing Employee-  
Friendly Workplace Giving  
Campaigns with  
Technology and Best  
Practices

### Campaigns at the Crossroads Series

Employee Workplace  
Campaigns:  
Recommendations  
for Revitalization

It is important to note that people responding to Snapshot surveys are not necessarily the same each year. Thus, the data should be viewed as trends compiled from the viewpoint of different stakeholders.

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# Executive Summary

American employees are changing — and so are their attitudes about workplace giving and volunteering.

Today's workers are more transient, diverse, and tech savvy than their predecessors. They are also working in an era of greater uncertainty, as entire industries are being transformed by technology and globalization.

Against this backdrop — and with the massive Baby Boomer generation retiring and giving way to Generation X, Millennials, and now Centennials (also known as Gen Z or iGen) — America's Charities has conducted a first-of-its-kind\* survey of U.S. workers that gauges attitudes toward giving and volunteering in the workplace.

This online survey is the latest in a series of original Snapshot research reports by America's Charities that track, analyze, and reflect on the changing nature of workplace-centered philanthropy and employee engagement.

While previous iterations of Snapshot have focused on how companies are engaging their workers for social impact and how nonprofits are meeting corporate expectations, this latest edition puts the spotlight on the workers themselves. America's Charities wanted to compare and contrast how employees view giving and volunteering at the workplace and how their employers viewed what was important to the company and its employees.

The Snapshot Employee Donor survey includes responses from 1,586 employees representing a diverse group of industries, age groupings, and roles within their respective companies. Read our full methodology at the end for more details.

The responses provide some rich insights into their motivations — insights that are incredibly valuable to companies who are looking to attract and retain talent, build a strong culture, and achieve greater social impact.

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\* America's Charities' Employee Snapshot report directly compares to our Snapshot Employer and Nonprofit research. No other series directly contrasts data across the stakeholders of social change at work: employers, nonprofits, and employees.

## Key findings include:



### WORKERS VALUE GIVING ON THE JOB

Nearly 3 out of 5 survey respondents indicate that they volunteer their time through a workplace-sponsored program and nearly one half (46 percent) report that they donate through employee giving programs.



### CHOICE IS CRITICAL TO WORKPLACE DONORS

Workers don't want to have their giving choices dictated by their employers. In fact, more than three quarters of respondents said that having the ability to choose causes they care about is imperative or very important to a positive donation experience.

Perhaps more noteworthy is this fact: nearly 30 percent of respondents said they do not give through the workplace because the causes they care about are not available as choices.



### WORKPLACE GIVING IS A VALUABLE TOOL FOR ATTRACTING AND RETAINING TALENT

Workers aren't just looking for a strong salary and an opportunity to advance their careers. They also want to work for companies that reinforce their personal values.

More than 70 percent of respondents said it was imperative or very important to work for an employer where mission and values align. A similar number also report that working in a company where the culture is supportive of giving is imperative or very important.



### TECHNOLOGY CAN ENHANCE WORKPLACE GIVING

While values and incentives matter to workers, they also want to be able to give easily and make informed choices about their giving — both of which are aided by a strong technology platform.

Nearly half of survey respondents say that an online platform is imperative or very important to their donation experiences. More than 2 in 5 say an easy to use online platform is extremely important to them.



### NONPROFITS FACE HURDLES TO CONNECT WITH WORKPLACE DONORS

Workers report that they want to give to nonprofits that can clearly show that their donations will make a difference. In fact, nearly 4 in 5 workers said it was imperative or very important for nonprofits to report results and demonstrate impact.

While nonprofits recognize the need to show their impact, 70 percent of respondents to our Snapshot Nonprofit survey said they face significant challenges in doing so.



### COMPANIES ARE ON BOARD

Perhaps the most encouraging finding is that companies recognize the philanthropic motivations of their employees — and they are taking steps to align their work with those motivations.

87 percent of companies understand there is an expectation to support causes and issues that are important to employees. Meanwhile, 86 percent of companies say their employees expect them to provide opportunities to engage in the community.

# Why Workplace Giving Matters

In his landmark book *Bowling Alone*, the sociologist Robert Putnam observed that while Americans once regularly participated in social activities such as after-work bowling leagues, they have grown increasingly less likely to find opportunities to socialize with friends and co-workers.

The explosion of mobile devices and social media have only accelerated that trend. While we are more connected than ever to our friends and colleagues through virtual channels, connections to our communities and co-workers have grown weak.

Many workplaces, in fact, have gone virtual. Today, workers are increasingly likely to be sitting in front of laptops at home rather than gathering around the water cooler.

As a result of this disconnection, many workers are looking for meaningful opportunities to connect — both to their communities and to their colleagues.

Workplace giving and volunteering have become avenues to restoring the connections that have been lost as times have changed. At a time when workers are looking to build connections to their communities and peers, employee giving and engagement programs are filling an ever-important role.

**“The desires to give back and volunteer are important to our core sense of self,”** said Junelle Kroontje, administrator for the King County Employee Giving Program in Washington. **“But many people, when they look at all of their day-to-day responsibilities, they don’t have the time to engage in these activities. As employers, we’re providing a way to bridge the personal/professional experience.”**

But as employers take steps to build workplace giving and volunteering opportunities, it’s important for them to understand what workers actually want out of these opportunities. Until now, there has been little research into employee attitudes about workplace giving.

With our Snapshot Employee report, America’s Charities set out to explore these attitudes — with the goal of providing employers with information that will help them design more effective programs that align with their corporate values and ensure that they are attracting and retaining top talent.

The survey, which includes opinions from nearly 1,600 workers from employers of all sizes and industries, offers a window into what workers value most when it comes to workplace giving.

Outside of pay and opportunity, employees say they highly value working in companies that are making a difference through their giving and volunteering programs.

Nearly 71 percent of workplace donors say that they want to work for employers who have missions and values that align with their own personal values. What’s more, nearly 6 in 10 workplace donors say they want to work for companies where the culture supports giving and volunteering.

## Percent of Snapshot respondents who engage in giving and volunteering at the workplace



58%

VOLUNTEER TIME



46%

DONATE MONEY



24%

VOLUNTEER SKILLS



29%

CHOOSE NOT TO  
DONATE OR VOLUNTEER

Digging deeper, many workplace donors value such opportunities because it helps them feel connected to something larger — and that it provides them with the chance to build relationships with their coworkers outside of the office and to engage with company leaders.

In fact, 57 percent of those surveyed say having opportunities to engage with senior leaders is imperative or very important in motivating them to give or volunteer in the workplace.

Another 41 percent said opportunities to work with colleagues is imperative or very important in motivating them to give or volunteer in the workplace.

Cordelia Pierson, executive director of the Minnesota Environmental Fund, says her organization has had great success developing workplace volunteering opportunities for companies in the Twin Cities — in large part because these volunteering projects help employees build connections.

Pierson pointed to an example of one large national company that has a large number of employees in the Twin Cities who work from home offices. Because they do not share a workplace, many of those workers feel isolated from each other and have few opportunities to connect in person with their coworkers.

But by creating and supporting workplace volunteering projects with her organization, these workers now have the opportunity to build relationships and feel a part of something larger.

*“They loved it because they had a chance to learn about each other and meet colleagues who worked for the same company,” Pierson said.*

New York Life — an insurance company that relies heavily on independent agents — reports similar results from its workplace volunteering program. In addition to helping to build bonds between agents, the program is also structured to closely align with the agents’ day-to-day work — which, for many, involves selling life insurance.

For instance, each September, New York Life employees and agents volunteer at bereavement camps and schools, making comfort items for grieving kids, beautifying camps and classrooms, holding drives for supplies, and raising money to support childhood bereavement and education programs.

These activities connect directly to the company’s work — which often involves providing support for families who have lost a parent.

“The opportunity to have contact with children who have lost a parent helps our employees see why the work they are doing is making a difference,” says Matthew A. Nelson, New York Life’s corporate vice president of corporate responsibility.

While volunteering programs provide easy opportunities to create community among employees and connect workers with company leaders, so, too, do corporate giving programs.

For example, when Optimizely, a San Francisco-based startup company, launched its employee giving program as a way to help employees give back to their communities, more than one-fifth of its workers chose to give.

One year later, Optimizely expanded on the program, adding a social element to the campaign. It kicked off the effort with a happy hour that was attended by more than half the staff. At the party, senior executives volunteered as bartenders and collected more than \$500 in tips that were donated to three nonprofits who had booths at the party.

Of Optimizely’s 340 employees, more than half – 175 – contributed to the campaign. What’s more, the average contribution per donor more than tripled, from \$55 to \$175.

“The Snapshot survey underscores what we’ve seen from hundreds of companies over the years,” said Jim Starr, president and CEO of America’s Charities. “Employers who build programs that connect workers to each other, expose them to corporate leaders, and give them meaningful ways to make a difference in their communities send a strong statement to those workers that they are valued. They also build stronger teams and deeper relationships.”

Learn how Optimizely increased its employee giving results seven-fold here:

[www.charities.org/optimizely](http://www.charities.org/optimizely)



### In their own words...

ANONYMOUS COMMENTS FROM  
SNAPSHOT SURVEY RESPONDENTS

“I have always volunteered for causes I believe in. It’s nice that the bank allows me time off as well to participate in this function. It’s a win-win for the bank and myself.”

“Simply hearing about opportunities and working for a company that ‘cares’ and has that written into its mission and philosophy is awesome.”



# The Case for Choice

While many employees say they are looking for meaningful opportunities to give and make a difference, they also want those opportunities to align with their own values.

One of the most resonant messages from the Snapshot survey is that employees highly value programs that offer them choices — and that they are turned off by employers who offer them limited choices. In addition, some employees are leery of workplace giving programs because they are feeling pressure from the company to give.

Overall, 63 percent of respondents said it is extremely valuable or very valuable to have choice of the individual nonprofit or cause that they can give to.

By contrast, nearly 3 in 10 employees who don't give through their workplace giving program say they are not giving because the causes they care about aren't offered as a choice.

"People like choice," Nelson said. "They like the ability to have a number of different ways to give and a number of different causes to give to."



## In their own words...

ANONYMOUS COMMENTS FROM SNAPSHOT SURVEY RESPONDENTS

### WHAT EMPLOYEES SAY ABOUT THE IMPORTANCE OF CHOICE IN WORKPLACE GIVING:

"As a company that values and champions diversity, I like the fact that everyone can donate to the charity of their choice."

"Some charities are listed each year and none of them are mine."

"I believe in volunteering and giving back and I think it's a good idea to have opportunities at work to do so. But it has to be a personal choice. People shouldn't feel pressured to do either."

"While my employer offers opportunities for volunteering, I feel FORCED to do so."

"I just don't want my job determining where I volunteer or give. I feel they should be separate."

"When employees feel as though they have a choice in their workplace giving and volunteering, they feel engaged and are more likely to value the experience," said Kim Young, vice president of business development at America's Charities. "Increasingly, companies are being sensitive to this and are building programs that encourage giving and empower employees."

Another impediment to workplace giving is the desire among many workers to keep their personal lives separate from their work lives.

Although many employees say they welcome the opportunity to give money or time through the workplace, of those who choose not to give at work, nearly 6 in 10 reported that they made that choice because they prefer to keep their giving separate from the company.

For some of these workers, that choice is driven by privacy. For others, it's the result of the fact that they choose to direct their giving through their place of worship.

But no matter what the reason, it's important for employers to understand that there is a subset of their workforce that does not want to be pressured to give.

Still, there are a number of ways that employers can help their workers take ownership of their workplace giving decisions. Useful strategies include:

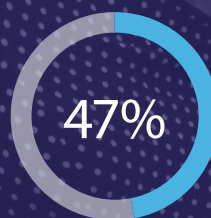
- Providing mechanisms for employees to suggest nonprofits that deserve support.
- Offering flexible giving options by giving employees the chance to give via payroll deductions, credit card, and online accounts such as PayPal.
- Creating 'charity champions' programs in which employees act as workplace ambassadors for their favorite nonprofits.

What's more, the survey finds that employees value incentives that make it easier for them to give.

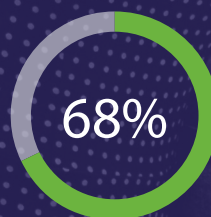
## Want a pulse check of your employee giving program?

Go to [www.charities.org/pulsecheck](http://www.charities.org/pulsecheck) to answer a few questions about your program and one of our experts will contact you with a quick evaluation and a few suggestions for your program's continued growth and success.

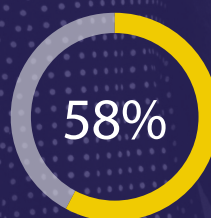
### According to Snapshot:



of those surveyed say it is important for the company to **provide a grant to the nonprofit** in recognition of their volunteer service;



say that it is imperative or very important that their employers provide them with **paid time off** to volunteer; and



say it is imperative or very important that the company **match personal donations** with corporate funds.

"Employees clearly don't want to feel pressure to give — and they value their privacy," Starr said. "But Snapshot also reinforces the fact that companies that offer incentives to their workers are more likely to get them to participate in their giving and volunteering programs — and to appreciate the benefit of those incentives."

## Top 5 Motivations for Workplace Donors



### In their own words...

ANONYMOUS COMMENTS FROM SNAPSHOT SURVEY RESPONDENTS

#### WHAT EMPLOYEES SAY ABOUT THE IMPORTANCE OF INCENTIVES IN WORKPLACE GIVING:

"I love matching donations."

"Employee match for multiple organizations is very important to me."

"Paid time off to volunteer is appreciated. It demonstrates the company's commitment to support its employees' volunteer efforts in and outside of the office."

## Top 5 Detractors from an Experience

### Giving Experience:

- 1 NO TRUST IN THE NONPROFIT ORGANIZATION
- 2 LACK OF CHOICE IN NONPROFITS ELIGIBLE FOR SUPPORT THROUGH THE WORKPLACE
- 3 LIMITED INFORMATION ABOUT THE NONPROFIT/CAUSE
- 4 PRESSURE FROM EMPLOYER OR COLLEAGUES
- 5 LIMITED ABILITY TO DONATE HOW AND WHEN I WANT

### Volunteer Experience:

- 1 PRESSURE FROM EMPLOYER OR COLLEAGUES
- 2 NO AVAILABILITY TO VOLUNTEER DURING WORK HOURS
- 3 PROJECT ISN'T CLEARLY DEFINED
- 4 LIMITED INFORMATION ABOUT THE NONPROFIT
- 5 NO TECHNOLOGY PLATFORM THAT MAKES IT EASY TO REGISTER, PARTICIPATE & TRACK VOLUNTEER HOURS

# Engagement = Value

Snapshot provides another key insight for employers and nonprofits that want to be successful with giving and volunteering programs: the value of engagement.

While we've already noted that more than 7 in 10 survey respondents said that it was imperative or very important to work for an employer where mission and values align — the survey and our subsequent interviews show that employees crave the opportunity to be engaged in the process of creating and carrying out their giving programs.

In some cases, this simply means having the opportunity to pursue their own charitable interests. Nearly half of workers surveyed — 48 percent — say it is imperative or very important that their employers offer opportunities to pursue their own charitable interests or causes.

But in interviews with employers, it's clear that many organizations are taking extra steps to engage their employees in their efforts to select charity partners and build meaningful volunteering opportunities. Such efforts are helping to boost participation — and build stronger ties between the workers and their employers. For larger companies with robust giving and volunteering programs, maximizing engagement is fairly common and has become the standard.

For instance, NewWave Telecom and Technologies Inc. in Elkridge, Md., has created a community outreach committee that is comprised of employees who meet quarterly to identify and decide on which charities to work with on behalf of the company. The organization has empowered the committee to select its charitable partners — and committee members must be willing to be internal champions for any partners they nominate.

*"It's been really great for our workplace culture and, since we've started taking this approach, participation has increased," said Sherifah Munis, the company's chief social responsibility officer.*

The company also takes an extra step by helping employees find time to manage their personal goals. An employee who is training for a marathon, for instance, is encouraged to manage her schedule in a way that allows her to accommodate her training runs.

*"It shows that as a company, if you're invested in us, we're going to be invested in you, too," Munis said.*

Kroontje, who has managed King County's employee giving programs for more than nine years, says she has learned that the more opportunities you create for employees to identify and champion charity partners, the better your results — not just with participation in your program but also in terms of job satisfaction.

*"The heart of what we are doing is engaging with something that is very personal to people," she said. "We are not giving a piece of paper. Volunteering is about something very personal that touches you. That's why people are doing it."*



## In their own words...

ANONYMOUS COMMENTS FROM SNAPSHOT SURVEY RESPONDENTS

### WHAT EMPLOYEES SAY ABOUT THE IMPORTANCE OF ENGAGEMENT:

"Why do you do it? Because it's the right thing to do. If I can make the world a little better place than it was when I got here, it's worth the journey."

"I volunteer during and after business hours. I enjoy finding out more about the nonprofit organizations in my community."

"I care about making the greatest impact, and if giving through work is more efficient for the charities, then I prefer that. Events cost money to support, and while I like meeting others who care, I would rather have nonprofits focus on their mission work."

# Technology and Giving

While Snapshot has found that choice and engagement are vitally important to employees who take part in workplace giving programs, it also shows that effective technology plays a supporting — though still important — role.

Employees who responded to the survey rate an easy-to-use online platform as the third most important value offering by employers — behind paid time off to volunteer and employer match. But while technology isn't the top factor, employers should still consider investing in an effective, easy-to-use platform.

## According to Snapshot:



40%

More than 40 percent of respondents say an **easy-to-use** online platform is **extremely** or **very valuable** to them;



50%

Nearly half of respondents say having an online platform is imperative or very important to **having a positive** donation experience;



55%

More than 55 percent say it is imperative or very important to have an **easy-to-find** platform where you can **register, participate, and track hours online**.

To learn more about America's Charities employee giving and engagement technology solutions, please visit: [www.charities.org/portfolio](http://www.charities.org/portfolio)

# The Role of Nonprofits

While Snapshot offers a number of important insights for employers, it also sends a clear message to nonprofits that are looking to connect with employee donors and volunteers.

That message: build trust.

Employees say the most important part of a positive donation experience is trust that their money will be well spent by the nonprofit. In fact, four out of five survey respondents said this is necessary for a positive donation experience.

Another 7 in 10 report that they need to have ample information about the nonprofit.

The same trends hold true for employees who take part in volunteering programs. Nearly 7 in 10

employees who responded said that a clearly organized project with a defined scope and expected results is essential to a positive volunteer experience.

Another 65 percent said they need ample information about the nonprofit to have a positive experience.

In both cases, employees say they want to know that the nonprofits are having an impact — whether they are giving their time or their money.

In Snapshot  
Nonprofit Research:

# 70%

of nonprofits reported that it is a significant challenge to demonstrate impact.

# 81%

reported that it was a challenge to effectively communicate with corporate partners and individual donors.

Unfortunately, many nonprofits report that they struggle to meet the expectations of workplace donors and volunteers.

In our Snapshot Nonprofit Research, 70 percent of nonprofits reported that it is a significant challenge to demonstrate impact. An even larger number, 81 percent, reported that it was a challenge to effectively communicate with corporate partners and individual donors.

Nonprofits must also contend with another barrier — the perception among some employees that the impact of their gifts are diluted if they give through a workplace platform, since they are essentially giving through a “middleman.”

But companies and nonprofits can dispel this notion, in part, by communicating more clearly about the efficiency of pooling their giving through trusted platforms. In most cases, it is more cost effective for nonprofits to receive donations through a corporate giving process than it is to have to go out and solicit individual donors through fundraising appeals.

## Employee Expectations of Nonprofits



86%  
USE MONEY  
WISELY



86%  
ACCOUNTABLE



82%  
TRANSPARENT



78%  
DEMONSTRATES  
RESULTS/IMPACT



77%  
PERSONAL  
CONNECTION



Nonprofit Challenges  
Snapshot Nonprofit Research  
respondents said it was  
a challenge to:

**70%**

DEMONSTRATE IMPACT TO DONORS

**66%**

SHOW RELEVANCE TO INDIVIDUAL DONORS

**81%**

COMMUNICATE EFFECTIVELY TO CORPORATE  
PARTNERS & INDIVIDUAL DONORS



Donor Expectations  
Snapshot Employee Research  
respondents said:

**78%**

IMPERATIVE OR VERY IMPORTANT NONPROFITS  
REPORT RESULTS AND DEMONSTRATE IMPACT

**45%**

IMPERATIVE OR VERY IMPORTANT  
NONPROFITS ENGAGE WITH DONORS

**70%**

IMPERATIVE OR VERY IMPORTANT TO HAVE  
AMPLE INFORMATION FROM NONPROFITS

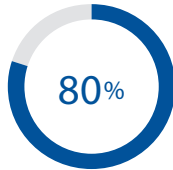
# Top 5 Factors in Making a Positive...

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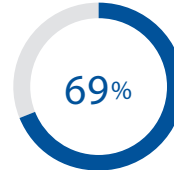
## Giving Experience

## Volunteer Experience

1

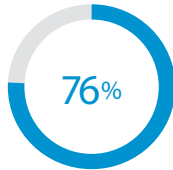


TRUST THAT THE FUNDS ARE WELL SPENT

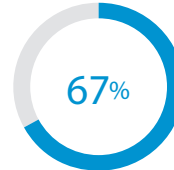


PROJECT IS CLEARLY ORGANIZED WITH DEFINED SCOPE AND EXPECTED RESULTS

2

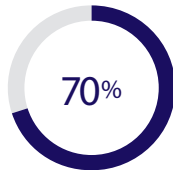


ABILITY TO CHOOSE CAUSES THAT I CARE ABOUT



PAID TIME OFF

3

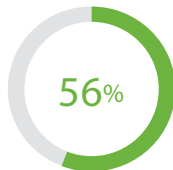


AMPLE INFORMATION ABOUT THE NONPROFIT OR CAUSE

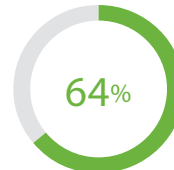


AMPLE INFORMATION ABOUT THE NONPROFIT OR CAUSE

4

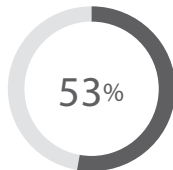


ABILITY TO DONATE HOW AND WHEN I WANT

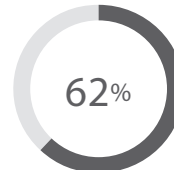


NO PRESSURE FROM EMPLOYER OR COLLEAGUES

5



FLEXIBLE DONATION OPTIONS



ABILITY TO VOLUNTEER DURING BUSINESS HOURS

“These findings clearly show that nonprofits that are able to demonstrate impact and provide meaningful and challenging volunteering experiences are more likely to draw support from employees,” Starr said. “Nonprofits that want to engage more employers should take these findings to heart. Trust is essential. And the ability to tell your story and show results is central to building that trust.”



# Companies Are Taking Note

While many nonprofits struggle to meet the expectations of employee donors and volunteers, employers are taking steps to ensure that they are designing programs that align with the changing expectations of their workers.

Perhaps the most encouraging takeaway from Snapshot is that many companies already recognize the need to provide their employees with meaningful giving and volunteering opportunities.

According to our Snapshot Employer Research, 86 percent of employers say their employees expect them to provide opportunities to engage in the community.

A similar number — 87 percent — understand that there is an expectation to support causes and issues that are important to employees.

And nearly 9 in 10 companies report that providing effective employee engagement programs helps them attract and retain employees.

These active efforts by employers to encourage employee giving and volunteering is partly the result

of an evolving understanding of the role of companies. While companies, by their nature, exist to make money, a growing number of them also want to ensure that they are helping to make the world a better place.

And for those who work at the intersection of profit and purpose, these two functions are blending.

“My goal is to reach a point where our managers and senior management have such a deep understanding of how they can leverage volunteering to have an impact with their employees, their business, and the community,” New York Life’s Nelson said.

## How do you know if your program is falling short or needs a reboot?

If you notice that your program is experiencing one or more of the following conditions, it might be time to take a step back and revamp your program. Read more about this topic [here](#).

- Declining rates of employee participation
- Poor or declining scores on employee satisfaction surveys
- Nonprofit partners are declining to invite your company to participate in multiple engagements
- Employees have little or no say in identifying and planning volunteering projects
- Projects don’t align with your employees’ skills
- Projects don’t fully align with your corporate values

# Snapshot: Final Insights

America's Charities Snapshot series has become a benchmark of trends and best practices in corporate-nonprofit partnerships and the evolving employee engagement landscape.

Employee engagement programs account for more than \$5 billion in charitable contributions and companies give more than \$17 billion to nonprofit organizations each year.

As it has in the past, America's Charities encourages companies to identify opportunities to assess and strengthen their internal programs and practices. Collectively, corporations and nonprofits have the capacity to make a significant difference and have a social impact in workplaces and communities throughout the country and around the world.

With Snapshot's findings, your company has fresh insights that will help make sure you are building your employee giving and volunteering program in a way that thoughtfully engages your employees and achieves the greatest possible impact.

As advocates for a fully engaged workforce and mutually beneficial corporate nonprofit partnerships, America's Charities encourages employers and nonprofits to think more strategically and creatively about how to strengthen and transform their collective efforts.

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To speak to an America's Charities expert about your program, contact:

KIM YOUNG, vice president of business development, at [kyoung@charities.org](mailto:kyoung@charities.org); or visit [www.charities.org/contact](http://www.charities.org/contact).

AMERICA'S CHARITIES RECOMMENDS FIVE THINGS COMPANIES CAN DO TO ENSURE THAT THEY ENGAGE THEIR EMPLOYEES, AMPLIFY THEIR PROGRAMS, AND TRULY MAKE A DIFFERENCE:



Ensure that your corporate giving and volunteering programs **align with your company's values** — and that you clearly articulate the connection.



Provide **meaningful incentives** to your employees so it is clear that you are supporting and partnering with them.



Provide your employees with **choices** and create an environment in which they are encouraged — and do not feel forced — to give.



Invest in **technology platforms** that make it easy for employees to navigate their choices, research the causes they want to support, and give their time and money.



Develop **meaningful partnerships** with nonprofits that aren't just transactional. Find ways to build deep relationships with organizations your employees trust and support to achieve greater impact.

## METHODOLOGY

The Snapshot Employee Donor survey was conducted online and includes responses from 1,586 employees. These employees work in 18 industry groups — including education, financial, government, healthcare, technology, nonprofit, professional services, and consumer products. Responses were received from a diverse cross section of roles. More than 28 percent of respondents were Millennials, 33 percent were Baby Boomers, and 33 percent were Gen X-aged employees. Nearly 30 percent have been with their current employer more than 10 years while 43 percent have been with their current company fewer than 5 years.

## ABOUT AMERICA'S CHARITIES

America's Charities inspires employees and organizations to support causes they care about. We do this to bring more resources to the nonprofits that are changing our world.

In its more than 40 years as a leader in employee giving, America's Charities has raised more than \$750 million for more than 20,000 nonprofits addressing causes including education, human rights, hunger, poverty, research, animal welfare, veteran assistance, disaster relief, and health services.

Founded on the principle that charitable choice is imperative to social impact, America's Charities has never wavered from its original purpose. We believe employers and employees should be able to support the causes they choose, rather than feel coerced to support specific institutions.

Since 1980, America's Charities has been at the forefront of workplace giving's transformation – from paper pledges to digital platforms, from giving to engagement, from traditional fall campaigns to year-round opportunities inside and outside the walls of the workplace.

## ACKNOWLEDGEMENTS

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### Engagement Partner



### Advisory Committee

The Snapshot Advisory Committee helped shape the survey and guided our research team. Our sincere thanks to:

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