

# EMPLOYEE GIVING



**MATEO, 9**  
HIRSCHSPRUNG'S DISEASE, SHORT  
BOWEL SYNDROME PATIENT

## WHY EMPLOYEE GIVING MATTERS

Employees are a company's front-line ambassadors, problem solvers, innovation and idea creators, and –quite simply– the most valuable asset a company has. Yet, as the workplace evolves and competition for stellar employees intensifies, inspiring and engaging your workforce requires more than simple compensation.

Corporate social responsibility (CSR) initiatives provide meaning and purpose in three important ways:

### EMPLOYEE ENGAGEMENT IS GOOD FOR RETENTION AND ROI

- 60% of employees have a higher level of respect and loyalty for their employer when they support a cause.
- 51% of employees will not work for a company that does not have strong social and environmental commitments.
- Increasing the engagement level in a 10,000-person company by only 5% can boost profits by an estimated \$40 million.

### EMPLOYEE GIVING PROGRAMS INSPIRE LOYALTY ACROSS GENERATIONS

- 93% of Gen Z survey participants said a company's impact on society affects their decision to work there.
- Rather than making random, one-off donations, Millennials prefer integrating the causes they care about into their daily routines and purchase behaviors.
- 79% of young Gen Xers would be more loyal to a company that helps them contribute to social and environmental issues.
- Students considered a job where they can make an impact third overall in importance to them, trailing marriage by only 1%.

### HEALTH-RELATED CAUSES TOP THE LIST FOR EMPLOYEE GIVING

- Employees ranked health causes #1 among causes they'd prefer their employers to support.
- 52% of employees and 72% of students say a job where they can make an impact is very important to their happiness.

\*Source 2017 Cone Communication Employee Engagement Study



**Children's  
Miracle Network  
Hospitals**

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**MARLEE, 11**  
RARE CONDITION AFFECTING  
RIBS & VERTEBRAE PATIENT



## EMPLOYEES WANT TO PARTICIPATE AND CONTRIBUTE

Giving to a worthy cause can help companies win employee loyalty and engagement. But empowering employees to contribute and participate personally can have an even greater impact.

Workplace giving programs raise roughly \$4 billion for nonprofits each year. Increasingly, companies are using digital platforms to engage employees in fundraising. This not only translates into larger, more impactful donations enterprise-wide, but also creates greater employee investment in CSR success – and a greater sense of ownership in the outcomes.

- 71% of employees say they would participate or volunteer for a charitable partner or event if they were asked by their employers.
- 74% of employees say their job is more fulfilling when they are provided an opportunity to make a positive impact at work.
- 85% of employees say “making a meaningful difference” is a motivator for engagement in the workplace.

**For companies that already participate in CSR programs with Children’s Miracle Network Hospitals, employee giving complements and amplifies fundraising success.** How does employee giving fit into an existing CSR program? Here are just a few ideas to consider:

### **Run an employee giving campaign concurrently with an existing fundraiser.**

Adding an employee-participation component to any regular event or promotion creates added buy-in and increases your fundraising potential substantially.

### **Add occasion to year-round employee giving with special promotions or challenges** in recognition of events like Children’s Hospitals Week.

**Use the employee giving platform to underscore your connection and commitment to the cause.** Facilitating contributions from your employees gives each of them the opportunity to make a difference easily, conveniently and on their own terms.

**Share your success both internally and beyond.** Wider participation, more funds and stronger relationships lead to greater impact – within your team and out in the world at large. If your organization already values CSR, increasing engagement and impact makes the effort even more worthwhile.

\*Source 2017 Cone Communication Employee Engagement Study



# EMPLOYEE GIVING



**NATE, 10**  
MITOCHONDRIAL  
DISEASE PATIENT

## IMPLEMENTING EMPLOYEE GIVING IS EASY

### CHILDREN'S MIRACLE NETWORK HOSPITALS MAKES SETTING UP AN EMPLOYEE GIVING CAMPAIGN EASY WITH:

- A co-branded micro-giving campaign site that provides a customized, user-friendly giving experience for employees
- Complete turnkey platform with no cost or heavy lifting
- Payroll deduction and/or credit card giving options (one-time or recurring)
- Timely, secure and accurate payroll distribution
- Access to direct data and community impact for accurate and comprehensive CSR reporting

### A TRUSTED WORKPLACE GIVING SOLUTION:

- Children's Miracle Network Hospitals has partnered with Panorama Workplace by FrontStream, a complete employee engagement platform trusted by nearly 10,000 nonprofits and corporations for workplace giving campaigns.
- All Panorama Workplace systems are secure and certified PCI Level 1 compliant; the highest security standard in the industry.
- Panorama Workplace is a complete end to end payment processing and distribution solution that ensures donor dollars are safely distributed every time.



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