

INSIGHT INTO CORPORATE GIVING

A COLLABORATION BETWEEN:



& SouthpawInsights

WHAT WE EXPLORED



- 1 How do businesses **measure impact** of giving?
- 2 Can businesses give **meaningfully**?
- 3 Do businesses give **strategically**?
- 4 Is volunteering connected to core **competencies and talent**?

WHAT WE DID:

ONLINE SURVEY



31

Decision-makers

from a range of companies and nonprofits distributed to a convenience sample

CHALLENGES TO CORPORATE GIVING

IMPACT



Most businesses quantify the number of staff and hours spent volunteering but assessing impact is harder.

MEANING



Small businesses worry they cannot donate meaningful amounts of money.

STRATEGY



Businesses want to give strategically and be less "ad hoc."

FIT



Companies want skill-based volunteer opportunities, but matching is challenging.

Only a minority of businesses get reports back from the nonprofits that show the impact of staff volunteer efforts.



"We make contributions within our means, prioritized by our values."

"We have a limited budget."



"I would like to be more strategic and plan philanthropic giving more proactively."

"Volunteerism is hard. Large scale efforts are often not worth the time put into it, or there is a large disconnect between what NPOs need and what organizations can and/or want to give."

BUT THIS DOESN'T HAVE TO BE THE STORY...

BUSINESSES CAN GIVE BACK BETTER



IMPACT MEASUREMENT
that demonstrates your ROI (return on impact)



SCALABILITY & EFFICIENCY
that multiplies your impact through the ability to replicate the project



PURPOSEFUL PARTNERSHIPS
that demonstrate real social impact to get more women to financial independence



EMPLOYEE ENGAGEMENT
through custom, strategic, and meaningful skill-based volunteering



working for women™

Working for Women helps you create a greater social impact while staying focused on your business.

Women gain **financial independence**

Nonprofits **grow capacity** and **efficiency** to reach more women

Businesses **retain** and **attract** employees and customers



"This program is a personal passion project that **unites mission, commitment and partnership** to make a difference. In joining forces with Working for Women, we can be more **effective in our corporate giving** than by doing so alone."

- Jennifer Willey, Wet Cement Founder and CEO.



Contact Working for Women today workingforwomen.org