



Giving in the workplace



How companies and employees bring their values to work

Between changing dynamics in the workforce and upheaval caused by the COVID-19 pandemic, recent trends have many companies adapting to the evolving needs and expectations of their employees. One shift in the professional landscape is workers' increasing desire for their work to be meaningful and for their employers to be good corporate citizens—and many employers seek to connect with employees in this way through workplace giving programs.

Workplace giving programs are employee benefits that help support and encourage employees to volunteer or make donations to charities—including organized volunteer opportunities, employer matching of employee donations, and corporate giving drives at the holidays. But just how important are these programs? And how do they affect employees' perceptions of their workplace? Fidelity Charitable conducted a survey among more than 1,500 employees to understand how they consider their values in their work and how they engage with workplace giving programs. A sneak peek of the findings include:

Employees are on the move, and they want more from future employers than simply a paycheck. **They want to feel good about where they're working.**

51%

of employees are considering changing employers in the next year.



81%

AGREE

“When I consider a future employer, it’s important to work for a company that integrates corporate social responsibility into its business practices.”

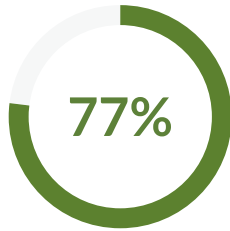


Yet workplace giving benefits are associated with greater employee satisfaction with their company.

"I feel satisfied with my current employer."

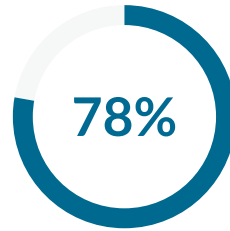


EMPLOYER OFFERS A GIVING PROGRAM

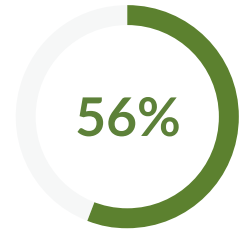


EMPLOYER DOES NOT OFFER A GIVING PROGRAM

"My company's values align with my personal values."



EMPLOYER OFFERS A GIVING PROGRAM



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Workplace giving programs can boost employee engagement. They give workers a deeper sense of connection at work—to the company, other employees, and their jobs.



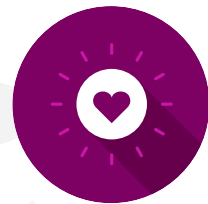
76%

"I'M PROUD MY EMPLOYER IS GIVING BACK TO THE COMMUNITY."



63%

"THE PROGRAM HELPS ME CONNECT WITH OTHER EMPLOYEES."



60%

"PARTICIPATING IN THE WORKPLACE GIVING PROGRAM GIVES ME A GREATER SENSE OF PURPOSE AT MY JOB."

But employees wish their employers were doing more.

Companies have opportunities to improve their workplace giving offerings by:

Promoting programs already available



25%

"I DON'T HAVE A CLEAR SENSE OF WHAT MY EMPLOYER OFFERS AROUND WORKPLACE GIVING."

Educating on how programs make a difference



54%

"I WOULD LIKE TO BETTER UNDERSTAND HOW MY DONATIONS THROUGH THE PROGRAM MAKE AN IMPACT."

Evolving programs with employee input



37%

"I WISH I HAD MORE OF A SAY IN HOW MY WORKPLACE GIVING PROGRAMS ARE RUN."

It's time to put your company's values front and center.

As the Great Recalibration continues, many workers are looking for greater meaning and purpose in their workplace. Now is the time to connect with employees on the things that matter to them. If you don't currently offer workplace giving benefits to your employees, consider how these programs could support your strategy for attracting and retaining talent.

Need help getting started? Here are four simple tips:



Embrace authenticity

The best corporate citizenship programs are genuinely aligned with the company's culture and feel authentic to both employees and the charities they support. To achieve this, try nurturing genuine, long-term relationships with nonprofit partners and tailoring support to their specific needs. Similarly, empower employees with greater control over the programs to build trust and connection across your workforce.



Keep programs flexible

Different employees have different needs and preferences—and some may have constraints on their ability to donate money or to volunteer time. Enabling a variety of ways to participate in the program can keep more employees engaged.



Assess and reassess

Be sure to check in regularly to make sure your program is working well and achieving its objectives. And if you don't yet have a program in place, don't be afraid to start with something simple—like organizing a volunteer activity or holding a year-end holiday giving drive.



Communicate broadly

A robust communication plan is essential for success. Ensure that employees understand the programs available, how to participate, and how they make a difference.

Need more?

Read more about these [simple ways to modernize your company's giving programs](#).

Methodology

This report is based on a study conducted in September and October 2022 by Artemis Strategy Group, an independent research firm, on behalf of Fidelity Charitable. The study examined workplace giving programs and charitable giving among 1,579 Americans employed at a private sector company with five or more employees.



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