

Giving in the workplace

How companies and employees
bring their values to work



INTRODUCTION

We've reached an inflection point for the future of work—one that stretches across industries, professions, and generations. The culture and demographics of the workforce have rapidly evolved in recent years, and these trends have many companies adapting to the changing needs and expectations of their employees.

One major shift in the professional landscape: workers' increasing desire for their work to be meaningful and for their employer's values to align with their personal values. But how can companies demonstrate their values and connect with employees in this way? Fidelity Charitable® conducted a survey among more than 1,500 employees across a broad range of industries and business sizes to understand how they bring their values to the workplace. The study found that companies' workplace giving programs—corporate-led opportunities for employees to give back—can have a significant effect on employees' perception of a company.

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KEY THEMES

It's more important than ever to put your company's values front and center and find ways to connect with employees on the things that matter.

In recent years, many employees have reconsidered the role of work in their lives—with nearly 48 million people quitting their jobs in 2021.¹ Though we move into 2023 amid growing concerns for an economic recession and rounds of layoffs, a significant number of workers are still exploring their options. And as more companies embrace remote working, the possibilities for many employees continue to broaden and contribute to a more competitive marketplace for top talent.

Employees make career decisions for a variety of reasons, but an increasingly popular factor that many consider is whether their work will be meaningful—particularly Millennials, who are now the largest generation in the workforce.

*The Great Recalibration could continue for many workers. Half of all employees say they're **considering changing employers in the next year**. Younger workers may be even more likely to switch—with 62% of Millennials and 61% of Gen Z considering a job change.*

*Among those who are considering a new employer, the desire for a **more meaningful job** is in the top three reasons they're contemplating a move.*

*Eighty-six percent of all workers say it's important to them to work for an **employer with values that align with their own**. This is especially true for Millennial employees—with 91% saying it's important.*

Employees value opportunities to give back at work—particularly Millennial and Gen Z workers.

With so many employees considering a career move, a critical component in attracting and retaining talent could be the way that a company demonstrates their authentic company values. And one easy way to do this is through workplace giving programs.

Workplace giving programs include any employee benefit that supports and encourages employees to volunteer or make donations to charities. This includes a broad range of programs and activities, such as setting up organized group volunteer opportunities, matching employees' financial donations to charity, or holding corporate giving drives at the holidays. These programs are not only a way for a company to support their community; they boost employee engagement and give workers a deeper sense of connection at work—to the company, other employees, and their jobs.

*Nearly 8 in 10 employees at **companies that offer a workplace giving program** say their company's values align with their personal values—compared to only 56% of employees at companies who do not have a workplace giving program.*

*Workplace **giving programs** have bearing on employee retention—particularly for employees of younger generations. Thirty-five percent of Millennial and Gen Z workers say their giving programs are a factor in deciding whether to stay at their current job, compared to 16% of Baby Boomers and 22% of Gen X.*

¹ U.S. Bureau of Labor Statistics.

But workplace giving programs aren't a one-size-fits-all solution, and most companies have opportunities to improve their offerings.

Because workplace giving programs can have such an influence on employees' perception of the company, it's worth taking the time to understand how to create experiences that feel authentic. For your workplace giving programs to resonate with employees, they must do more than just check the box. Different employees have different needs and preferences; soliciting and incorporating feedback can help shape your programs into meaningful employee benefits.

Four in 10 employees wish their employer was doing more when it comes to workplace giving. And these programs are particularly appealing to younger workers; half of Millennial and Gen Z employees wish their companies were doing more.

*Many employees wish they had more options. Employees who have participated in a program say they want their company to increase the value of the programs and to offer a wider variety of options. Employees who do not participate often cite budget and time constraints. Companies could benefit from some creative thinking about how to **make programs accessible and rewarding** for all employees.*

*Companies should also **focus on closing the awareness gap** among employees about their workplace giving programs. A quarter of all employees say they don't have a clear sense of what their company offers. And among those who don't participate in their programs, the most common reason is lack of knowledge on how to get involved.*



HOW VALUES SHAPE THE CURRENT PROFESSIONAL LANDSCAPE

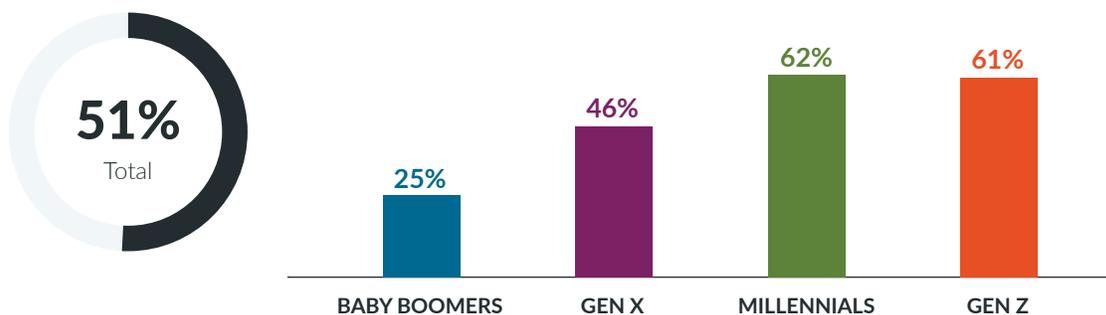
Amid the Great Recalibration, employees want more from their employers than just a paycheck. They want to feel good about where they're working.

Recent changes in the workforce and workplace have created a rapidly shifting landscape for companies to navigate. Millennials are now the largest generation in the workforce—bringing their more values-centered expectations and priorities to professional settings. And as the COVID-19 pandemic disrupted traditional ways of working, many began to reflect on their personal priorities and how they wish to spend their limited time—including how and for whom they work.

We've reached an inflection point for the future of work as employees reflect more deeply on the impact of their jobs and their companies. The vast majority of employees—and particularly younger generations—now feel that a company's values and commitment to social good are significant factors in their professional choices.

Employees are on the move. Half say they're considering changing employers in the next year—and younger workers may be even more likely to switch.

"I'm considering seeking a new employer in the next year."



The desire for fulfilling work follows higher pay and career advancement in the list of top reasons that employees are contemplating a career move. A quarter of potential jobseekers wish to do something more meaningful at work.

55% "I'd like to earn more through a potential pay increase."

38% "I'm looking to progress in my career."

24% "I want to do something more meaningful at work."

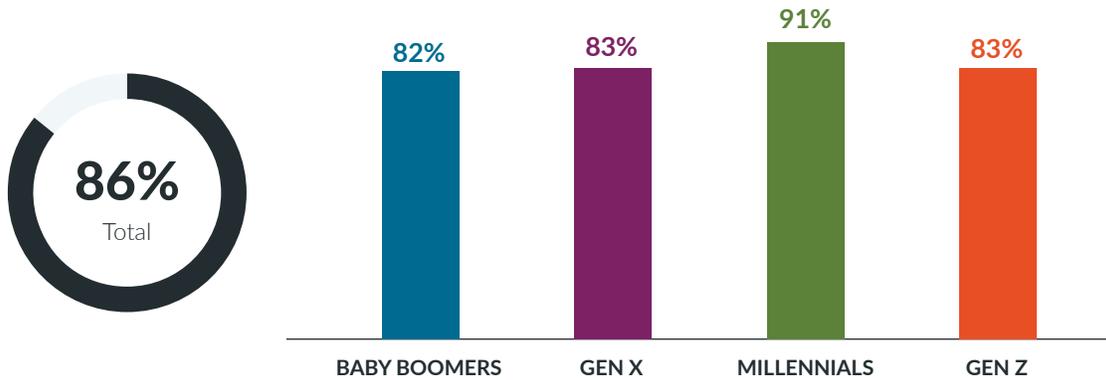
19% "I feel dissatisfied with my current employer."

16% "I want to work for an employer whose mission aligns with what is important to me."

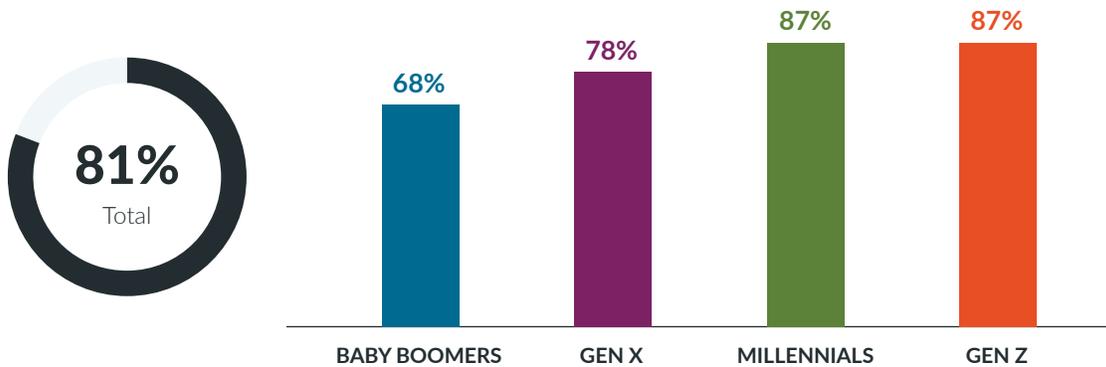
Base: Employees who are considering changing employers in the next year.

Whether they are considering a career shift in the near future or not, nearly all employees wish to work for a company that they can feel good about.

“It’s important to work for a company with values that align with my own.”



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



Employees want to see their company’s values put into action in direct and tangible ways.



35%

feel it’s important that their company donates a percentage of profits or employee volunteer hours to charity.



59%

feel it’s important that the company supports the communities in which it operates.

THE WORKPLACE GIVING LANDSCAPE

Employers offer opportunities for employees to give back through workplace giving—a broad term that encompasses a wide variety of popular programs and benefits.

Giving back has long been a part of many companies’ traditions and corporate cultures. Most companies offer corporate-led giving opportunities for employees—programs that fall under the umbrella of workplace giving.

Workplace giving programs include any employee benefit that supports and encourages employees to volunteer or make donations to charities. This includes a broad range of programs and activities, such as setting up organized group volunteer opportunities, matching employees’ financial donations to charity, or holding corporate giving drives at the holidays.

Here, we’ll look at the full breadth of workplace giving programs to understand what employees are currently offered and how they participate—and the programs companies could consider for even higher employee participation and satisfaction.

Seven in 10 employees know of at least one workplace giving program offered by their current employer. Forty percent have several ways they can participate—with large companies offering the most options. Of those who have access, the vast majority have participated in a program.



71%

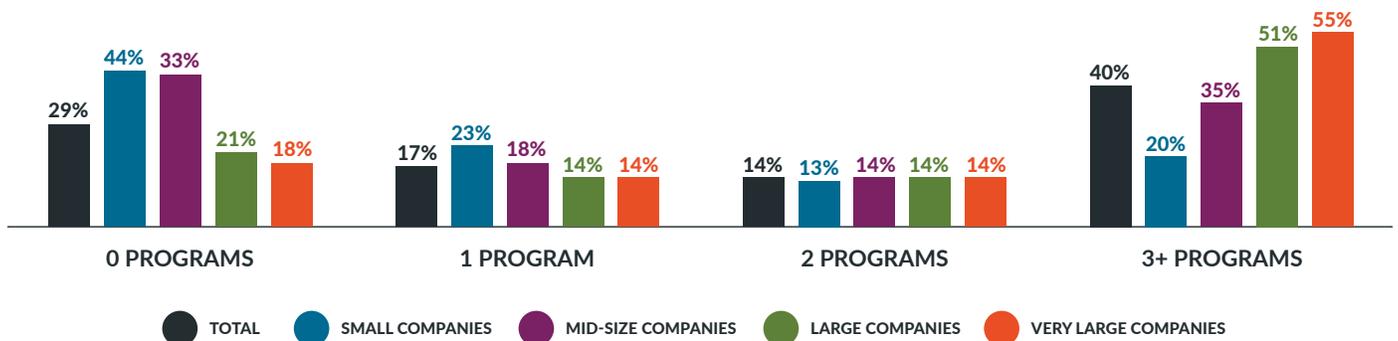
of all employees are aware of at least one workplace giving program offered by their current employer.



86%

of employees with access have participated in a workplace giving program.

Number of available workplace giving programs, by company size¹



[See full data in the appendix](#)

¹ Within the sample, 25% of respondents indicated that their current employer is a small company, 21% a mid-size company, 23% a large company, and 27% a very large company. Small companies are defined as those with 5–49 employees, mid-size companies are those with 50–499 employees, large companies are those with 500–4,999 employees, and very large companies are those with 5,000 or more employees. Four percent of respondents indicated that they did not know the size of their employer.

Employees are most interested in options that support their personal giving and volunteering priorities— but most are not offered these types of programs.

For example, nearly half of workers would value paid time off to volunteer, but only one in five are offered this option at their workplace. This gap illustrates the misalignment between workers' top priorities and the way that companies structure their programs.

Workplace giving options	My company currently offers this option	Regardless of what I am currently offered, I would find this option valuable
Corporate giving drives to collect financial donations or goods (e.g., Toys for Tots)	30% #1	34% #3
Volunteer opportunities to lend a hand (e.g., neighborhood clean-up, sorting donations at a food bank)	26% #2	32%
Opportunities to volunteer with my colleagues as a group	22% #3	28%
Paid time off to volunteer for causes or organizations I am interested in	21%	42% #1
Employer matching of my charitable donations	19%	35% #2
Automatic payroll deductions for charity	18%	17%
Volunteer opportunities to use my professional skills (e.g., pro bono work)	13%	24%
Giving day (e.g., Giving Tuesday)	10%	20%

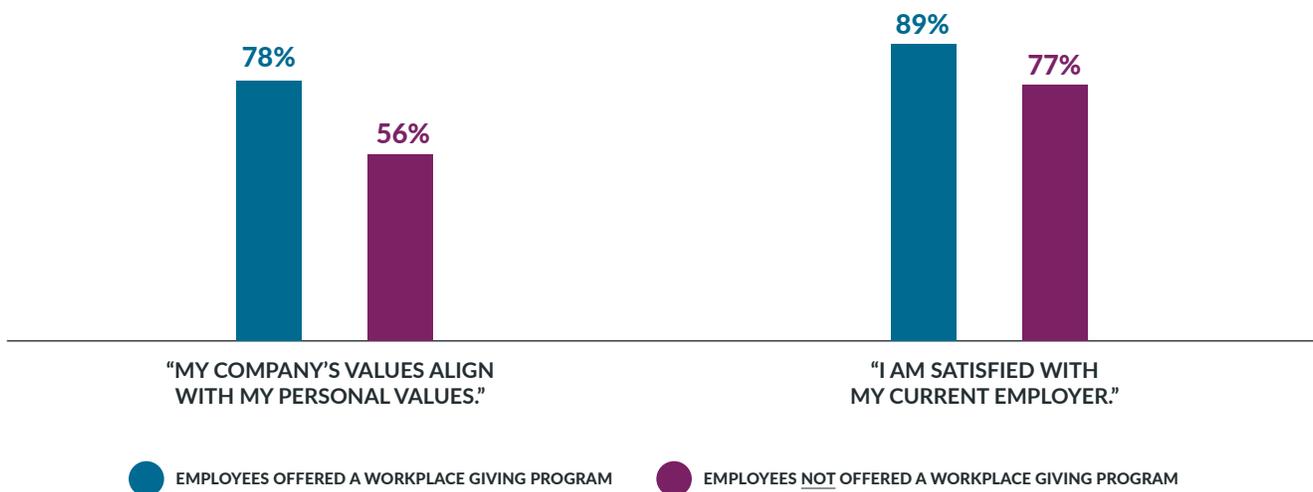


WORKPLACE GIVING AND THE EMPLOYEE EXPERIENCE

Workplace giving programs are associated with worker satisfaction and factor in to employee retention.

We know that it's important for employees to feel aligned with their company's values. Workplace giving programs are one way companies can demonstrate their shared values and provide meaningful experiences at work. No matter what form they take, these programs are associated with happier employees who feel more connected to their employer and to their colleagues—which is becoming ever more critical as remote work becomes the norm. For many workers, workplace giving programs could tip the scale toward remaining in their current role.

Employees who have a workplace giving program are more likely to say that their company's values align with their personal values. And workplace giving programs are associated with higher overall satisfaction with the company.



Workplace giving programs can strengthen employee engagement and make workers feel more connected to their jobs, their companies, and their colleagues.



76%

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



63%

"THE PROGRAM HELPS ME CONNECT WITH OTHER EMPLOYEES."



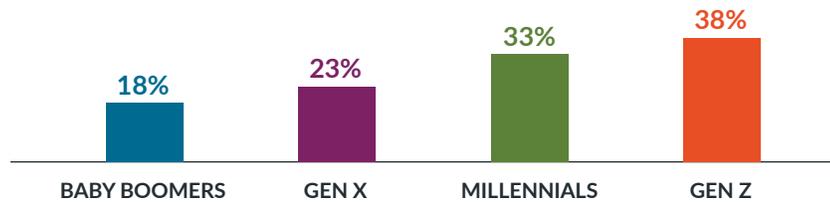
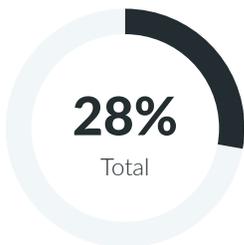
60%

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

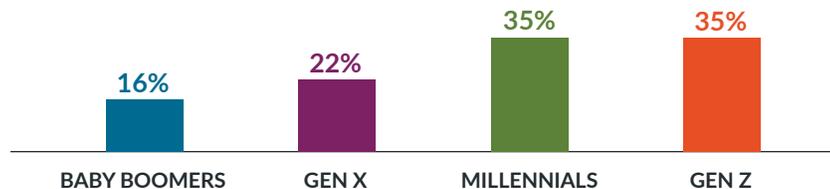
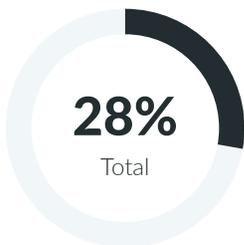
Base: Employees with access to a workplace giving program.

More than a quarter of workers say their workplace giving program is a factor in deciding where to work—and the programs are an even bigger influence on younger employees.

"Workplace giving programs were a factor in deciding whether to work for my current employer."



"Workplace giving programs are a factor in deciding whether to stay at my current employer."



Base: Employees with access to a workplace giving program.

OPPORTUNITIES FOR THE FUTURE

Workplace giving programs are a powerful tool for companies to connect with employees—but most companies have opportunities to improve.

To be a meaningful addition to the employee experience, workplace giving programs must be more than just a line item in a list of programs and benefits. Our data highlights a few ways companies could consider improving their programs, such as diversifying program options to give employees more ways to participate and implementing a robust communication plan to improve awareness. And companies should regularly reevaluate their programs to ensure continued alignment with company and employee values.

The most important thing for company leaders to remember is that workplace giving programs aren't one-size-fits-all. It's important to take time to consider how to build authentic, meaningful programs that resonate with workers and support the communities they care about.

Among employees who are offered giving programs but don't engage, lack of knowledge is the most common reason. Budget and time constraints also make getting involved difficult for many.

Why don't you participate in your employer's workplace giving program?



Base: Employees who have access to a workplace giving program but do not participate.

Clearer communication and a greater openness to employee input could strengthen sentiment around workplace giving programs.



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



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



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

Base: Employees who have access to a workplace giving program.

While 79% of those who are active in workplace giving programs enjoy participating, there are ways companies could improve their experience further. These employees want greater value, flexibility, and transparency.

How would you improve your employer's workplace giving program?

- 40%** *Increase the value of the benefit (e.g., increase corporate match)*
- 39%** *Offer a wider variety of programs*
- 39%** *Allow greater flexibility in when employees can participate*
- 36%** *Allow greater flexibility in the causes employees can support*
- 34%** *Provide more information about the programs and how to get involved*
- 30%** *Provide greater transparency about how donations are used*

Base: Employees who have access to a workplace giving program and participate.



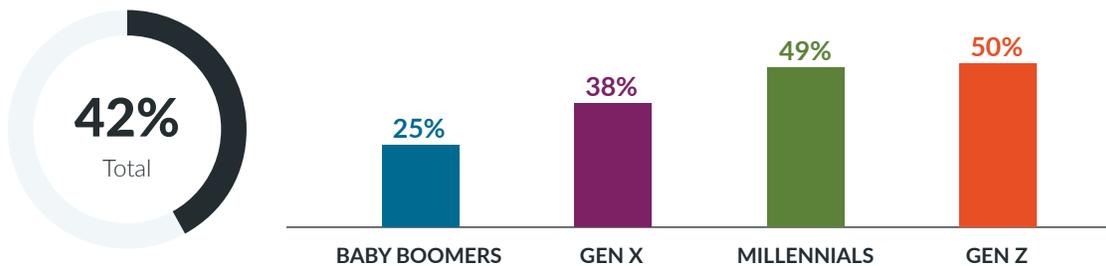
EVOLVING WORKPLACE GIVING FOR A NEXT-GENERATION WORKFORCE

There are many areas where older and younger generations are aligned in their preferences and priorities related to workplace giving. For example, employees of all generations participate in their current workplace giving programs at similar rates. They also indicate similar levels of interest in different types of giving programs and activities, and they share high sentiments about the programs, such as pride that their employer gives back and a greater sense of connection with their fellow colleagues.

However, there are some differences. And as we know that younger generations are more likely to be considering a job change—and that they disproportionately value their workplace giving programs—it becomes more important to continue adapting programs in ways that will attract and retain younger workers.

Employees increasingly want more opportunities to give back—a desire that continues to increase from one generation to the next. Half of Millennials and Gen Z employees wish their companies were doing more.

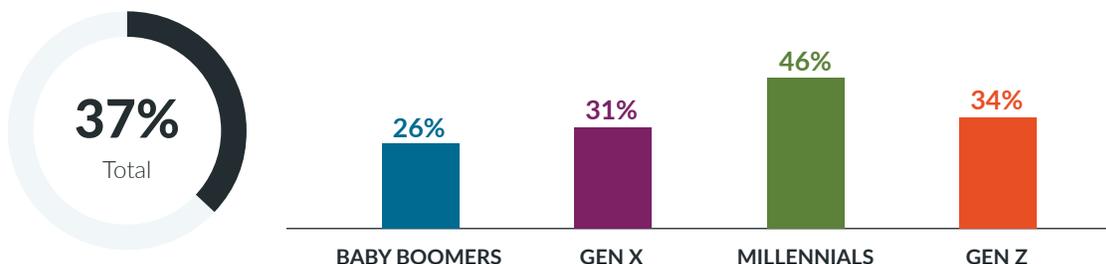
“I wish my employer was doing more when it comes to workplace giving.”



Base: Employees who have access to a workplace giving program.

Nearly half of Millennials want their voice heard in regard to how their workplace giving programs are structured and managed.

“I wish I had more of a say in how my workplace giving programs are run.”



Base: Employees who have access to a workplace giving program.



Conclusion

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 top-tier talent. When you're committed to engaging with community partners and supporting employees' giving goals, you strengthen employee loyalty and engagement, bolster your reputation as a good corporate citizen, and forge meaningful, impactful relationships in the communities where you operate.



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 private sector companies with five or more employees.

Within the sample, 25% of respondents indicated that their current employer is a small company, 21% a mid-size company, 23% a large company, and 27% a very large company. Small companies are defined as those with 5-49 employees, mid-size companies are those with 50-499 employees, large companies are those with 500-4,999 employees, and very large companies are those with 5,000 or more employees. Four percent of respondents indicated that they did not know the size of their employer.

Data by industry

CONSTRUCTION	MANUFACTURING	RETAIL TRADE	TRANSPORTATION & WAREHOUSING	FINANCE & INSURANCE	PROFESSIONAL, SCIENTIFIC, TECHNICAL SERVICES	HEALTH CARE & SOCIAL ASSISTANCE	ACCOMMODATION & FOOD SERVICES	OTHER SERVICES	INFORMATION
Regardless of your current situation, how important is it to you to work for an employer with values that align with your personal values?									
Very or somewhat important									
84%	88%	84%	89%	92%	85%	93%	87%	85%	85%*
Not very or not at all important									
13%	12%	13%	11%	8%	15%	6%	11%	12%	15%*
Not sure									
4%	1%	2%	0%	0%	1%	1%	2%	3%	0%*
How important is it to you that your employer demonstrates these aspects of corporate social responsibility? It is very important:									
Creates products that address an environmental or social need									
43%	42%	49%	44%	45%	42%	53%	52%	40%	47%*
Donates a percentage of profits or employee volunteer hours to charity									
26%	37%	36%	33%	44%	35%	30%	43%	34%	35%*
Has defined goals around corporate social responsibility									
43%	51%	54%	58%	65%	55%	54%	52%	46%	65%*
Treats all employees fairly and ethically									
70%	80%	68%	80%	79%	75%	85%	74%	77%	78%*
Supports the communities within which it operates									
49%	68%	54%	56%	66%	54%	65%	59%	56%	65%*
Integrates sustainability or social responsibility into its business practices									
42%	47%	49%	51%	54%	46%	57%	50%	49%	63%*
Does your employer offer any of the following programs?									
Corporate giving drives to collect financial donations or goods (e.g., Toys for Tots)									
29%	28%	24%	25%	50%	35%	25%	17%	21%	46%*
Volunteer opportunities to lend a hand (e.g., neighborhood clean-up, sorting donations at a food bank)									
24%	30%	16%	24%	41%	38%	24%	17%	20%	27%*
Opportunities to volunteer with my colleagues as a group									
24%	22%	13%	23%	34%	24%	19%	16%	17%	26%*
Paid time off to volunteer for causes or organizations I am interested in									
17%	25%	13%	20%	44%	22%	19%	12%	13%	22%*
Employer matching of my charitable donations									
15%	28%	12%	13%	30%	23%	13%	9%	11%	36%*
Automatic payroll deductions for charity									
11%	22%	17%	13%	25%	17%	13%	15%	10%	24%*
Volunteer opportunities to use my professional skills (e.g., pro bono work)									
18%	12%	8%	12%	19%	13%	18%	9%	11%	15%*
Giving day (e.g., Giving Tuesday)									
8%	8%	10%	5%	11%	12%	8%	12%	6%	17%*
TOTAL: Have at least one workplace giving program									
67%	79%	65%	67%	89%	75%	70%	64%	45%	94%*

*Small sample size.

CONSTRUCTION	MANUFACTURING	RETAIL TRADE	TRANSPORTATION & WAREHOUSING	FINANCE & INSURANCE	PROFESSIONAL, SCIENTIFIC, TECHNICAL SERVICES	HEALTH CARE & SOCIAL ASSISTANCE	ACCOMMODATION & FOOD SERVICES	OTHER SERVICES	INFORMATION
Regardless of whether it is currently offered at your employer, which of the following programs would you find valuable as a workplace benefit?									
Corporate giving drives to collect financial donations or goods (e.g., Toys for Tots)									
19%	36%	25%	32%	48%	49%	28%	31%	33%	45%*
Volunteer opportunities to lend a hand (e.g., neighborhood clean-up, sorting donations at a food bank)									
29%	40%	25%	22%	41%	45%	27%	36%	32%	24%*
Opportunities to volunteer with my colleagues as a group									
25%	32%	23%	22%	33%	30%	22%	32%	29%	37%*
Paid time off to volunteer for causes or organizations I am interested in									
37%	49%	33%	40%	57%	41%	37%	43%	45%	41%*
Employer matching of my charitable donations									
20%	31%	28%	38%	49%	48%	25%	32%	25%	45%*
Automatic payroll deductions for charity									
9%	16%	17%	16%	32%	13%	15%	22%	11%	13%*
Volunteer opportunities to use my professional skills (e.g., pro bono work)									
26%	25%	15%	25%	29%	35%	19%	27%	19%	26%*
Giving day (e.g., Giving Tuesday)									
15%	20%	17%	13%	20%	28%	26%	21%	17%	17%*
From your experience, which of the following would improve your employer's workplace giving program?									
Increase the value of the benefit									
34%*	42%	26%	52%*	45%	44%*	46%	33%*	33%*	34%*
Offer a wider variety of programs									
35%*	50%	34%	37%*	36%	38%*	41%	47%*	39%*	38%*
Allow greater flexibility in when employees can participate									
42%*	37%	28%	37%*	38%	37%*	47%	39%*	37%*	40%*
Allow greater flexibility in the causes employees can support									
28%*	40%	37%	29%*	33%	42%*	42%	27%*	35%*	32%*
Provide more information about the programs and how to get involved									
28%*	33%	31%	28%*	40%	38%*	33%	38%*	27%*	43%*
Provide greater transparency about how donations are used									
24%*	28%	21%	20%*	34%	39%*	37%	32%*	17%*	42%*

*Small sample size.

Base: Employees who have access to a workplace giving program and participate.

Data by company size

	SMALL COMPANIES (5-49 EMPLOYEES)	MID-SIZE COMPANIES (50-499 EMPLOYEES)	LARGE COMPANIES (500-4,999 EMPLOYEES)	VERY LARGE COMPANIES (5,000+ EMPLOYEES)
Regardless of your current situation, how important is it to you to work for an employer with values that align with your personal values?				
Very or somewhat important	84%	89%	90%	83%
Not very or not at all important	13%	10%	10%	16%
Not sure	3%	1%	0%	1%
How important is it to you that your employer demonstrates these aspects of corporate social responsibility? It is very important:				
Creates products that address an environmental or social need	40%	43%	52%	45%
Donates a percentage of profits or employee volunteer hours to charity	28%	34%	43%	36%
Has defined goals around corporate social responsibility	47%	52%	60%	51%
Treats all employees fairly and ethically	72%	75%	77%	78%
Supports the communities within which it operates	52%	56%	66%	60%
Integrates sustainability or social responsibility into its business practices	44%	46%	54%	51%

*Small sample size.

APPENDIX

SMALL COMPANIES
(5-49 EMPLOYEES)

MID-SIZE COMPANIES
(50-499 EMPLOYEES)

LARGE COMPANIES
(500-4,999 EMPLOYEES)

VERY LARGE COMPANIES
(5,000+ EMPLOYEES)

Does your employer offer any of the following programs?				
Corporate giving drives to collect financial donations or goods (e.g., Toys for Tots)	15%	29%	35%	40%
Volunteer opportunities to lend a hand (e.g., neighborhood clean-up, sorting donations at a food bank)	14%	22%	34%	37%
Opportunities to volunteer with my colleagues as a group	13%	19%	27%	31%
Paid time off to volunteer for causes or organizations I am interested in	13%	16%	24%	29%
Employer matching of my charitable donations	11%	14%	20%	30%
Automatic payroll deductions for charity	6%	15%	23%	28%
Volunteer opportunities to use my professional skills (e.g., pro bono work)	6%	14%	22%	14%
Giving day (e.g., Giving Tuesday)	4%	8%	14%	14%
TOTAL: Have at least one workplace giving program	56%	67%	79%	82%
Regardless of whether it is currently offered at your employer, which of the following programs would you find valuable as a workplace benefit?				
Corporate giving drives to collect financial donations or goods (e.g., Toys for Tots)	25%	32%	38%	43%
Volunteer opportunities to lend a hand (e.g., neighborhood clean-up, sorting donations at a food bank)	24%	31%	37%	36%
Opportunities to volunteer with my colleagues as a group	28%	28%	28%	30%
Paid time off to volunteer for causes or organizations I am interested in	40%	35%	43%	48%
Employer matching of my charitable donations	30%	25%	33%	48%
Automatic payroll deductions for charity	10%	14%	18%	24%
Volunteer opportunities to use my professional skills (e.g., pro bono work)	22%	21%	26%	26%
Giving day (e.g., Giving Tuesday)	17%	16%	21%	24%
From your experience, which of the following would improve your employer's workplace giving program?				
Increase the value of the benefit	37%	38%	41%	42%
Offer a wider variety of programs	33%	41%	47%	36%
Allow greater flexibility in when employees can participate	30%	39%	36%	47%
Allow greater flexibility in the causes employees can support	25%	37%	37%	42%
Provide more information about the programs and how to get involved	28%	36%	38%	34%
Provide greater transparency about how donations are used	21%	24%	35%	34%

*Small sample size.

Base: Employees who have access to a workplace giving program and participate.



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