



WHAT IS CORPORATE SOCIAL RESPONSIBILITY?

Corporate social responsibility (CSR) is a broad term used to describe a company's efforts to improve society in some way. These efforts can range from donating money to nonprofits to implementing environmentally-friendly policies in the workplace.

Its impact:

Social responsibility is important to a business because it demonstrates to both consumers and the media that the company takes an interest in wider social issues that have no direct impact on profit margins.

Matching employees' charitable activities and supporting causes close to their hearts has also shown to increase employee morale, loyalty, engagement and commitment.

It also encourages corporations to look into charitable causes and give to a wider variety of charitable organisations which they may not otherwise know about.

These are a few ways that your employer may be able to support and increase your fundraising efforts:

Matched Giving/ Matched Funding

This is a simple way of maximising your fundraising efforts. It is an informal corporate arrangement between an organisation and their employee. The organisation agrees to pledge a sum of money/ match donations raised by their employee for their chosen charity.

Many large and small companies will match your fundraising, so please ask family and friends if they are employed by one of these and get them to MATCH FUND you today.

Payroll Giving/ Give As You Earn

This is a payroll giving scheme that allows employees to donate a small percentage of their gross pay to a charity, monthly. Most schemes are digitally friendly, flexible and a tax-effective way for employees to donate to the causes they care about straight from their pay.

Employee Volunteering Program

Corporate volunteer programs provide a unique form of corporate giving that creates a direct bridge between employees and nonprofits. It encourages employees to become champions of causes through volunteering opportunities ranging from a single day to long-term volunteering. Volunteering would be carried out during the employees usual working days/ hours and they would be paid their usual salary.

If you are unsure if your own employer offers any of these services, please don't hesitate to ask them.