

COMMUNITY INVOLVEMENT

A road map to deliver value to business and society

Corporate giving and employee volunteering are the major dimensions of community involvement, and can deliver significant value to both the business and society.

Corporate giving includes financial and noncash contributions.

A mixture of giving and volunteering creates a better place to live and work.



Employee volunteer programs provide volunteer opportunities that are organized by the company.



Some companies also track volunteering that employees complete on their own time.



Employee volunteers lead and champion their companies' community involvement programs.



The benefits to society are often obvious. The benefits to business are not as clear. They are, however, as relevant.

89%

found a positive correlation between participation in volunteering and higher engagement on the job.¹ At least part of this increased job satisfaction is shown to come as a result of an improved perception of the company.²



Employee volunteer programs provide opportunities for networking, skill development, and leadership training.



Companies that recognize exemplary employee volunteers amplify their program successes, enhance their reputations, and attract more employee volunteers.



Companies are maximizing the business and social value created by their community involvement programs by continually measuring and evaluating results and making changes to increase achievement of business and social goals.



Achievement of social goals helps to create a more favorable operating context.



Business value is created by a more engaged workforce, employee recruitment and retention, and enhanced reputation among stakeholders.



Creating not only the world in which we want to do business, but also the world in which we want to live.

Research findings are from the Boston College Center for Corporate Citizenship, Carroll School of Management at Boston College.
Refer to: <http://ccc.bc.edu/index.cfm?pageId=2053>

SOURCES:

¹Grant, A. M., Dutton, J. E., & Rosso, B. D. (2008). Giving commitment: Employee support programs and the prosocial sensemaking process. *Academy of Management Journal*, 51(5), 898-918.

²Jones, D. A. (2010). Does serving the community also serve the company? Using organizational identification and social exchange theories to understand employee responses to a volunteerism programme. *Journal of Occupational and Organizational Psychology*, 83(4), 857-878.

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