

FULLER CENTER FOR HOUSING

IT'S GOOD FOR THE WORLD, IT'S GOOD FOR YOU

The Fortune Global 500 spends over \$15 billion on Corporate Social Responsibility programs each year. Why?

It's the right thing to do. But it's also right for their business.

Anyone who has done philanthropic work knows that the giver gets far more than the recipient. It's a little bit of networking, a little bit of good PR, and a lot of food for the soul. Turn philanthropy into a teambuilding event and meeting, and you'll get a boost of inspiration, a fresh perspective, and fertile ground for innovative ideas.

That's why companies like Salesforce.com, Deloitte Consulting, and PCL Construction (just to name a few) offer big incentives for volunteering including over 40 hours of paid volunteer time annually.

Through the Fuller Center for Housing's Global Builders program, your team members will be traveling to one of the poorest places on earth. Once there, they will work hard to help build healthy, permanent homes with the hard-working families who need them. It's not a hand-out, but a partnership: families help build the homes and then pay it forward on a no-profit, no-interest basis.

Consider how you might help your team members participate. Perhaps a financial gift, or the paid time off to do it. The result will be a more highly engaged and grateful employee and a world that's just a little bit better than it was before.

"You have to experience one of these trips to understand how it changes your perspective; on innovation, collaboration, and pushing your limits -

-Scott Brand, Operations Executive

STUDY

FINDINGS

CONE
COMMUNICATIONS
(2015)

POLLED CONSUMERS STATED THE FOLLOWING:

- 90% EXPECT CORPORATIONS TO HAVE A CSR, AND WOULD TRUST A COMPANY MORE FOR HAVING ONE
- 84% WOULD PAY A PREMIUM FOR PRODUCTS FROM A SOCIALLY RESPONSIBLE COMPANY
- 64% WILL IGNORE A CSR STATEMENT WITHOUT METRICS

PROJECT ROI (ONGOING
STUDY FROM BABSON
FUNDED BY VERIZON AND
CAMBELL'S) - STUDIED
COMPANIES WITH CSR

- OBTAIN A 20% PRICE PREMIUM
- 13% MORE PRODUCTIVITY FROM ASSOCIATES
- INCREASE MARKET VALUE AS MUCH AS 6%
- REDUCE ASSOCIATE TURNOVER BY AS MUCH AS 50%

HARVARD BUSINESS
REVIEW (2015)

- MAJORITY OF PUBLIC COMPANIES ARE INTEGRATING CSR INTO THEIR BUSINESS AS PART OF A TRANSFORMATION EFFORT
- BUSINESSES ARE ENABLING NEW CUSTOMERS AND ESTABLISHING GROWTH