

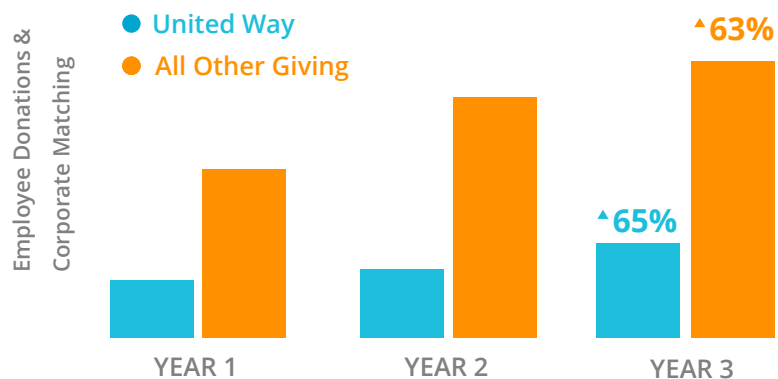
The Power of “And”

Why combining your traditional giving program with an open-choice, year-round offering could be the perfect pairing.

A leading energy company wanted to engage more employees in its giving and volunteering program by letting them choose where to donate their money, time and talent — all year round — while maintaining their annual United Way campaign.

A survey of their people (a mostly young, web-savvy cohort) confirmed that while senior staff members saw value in the United Way program, most employees – 84% of them, to be exact – were craving more personal choice.

Rather than abandon its traditional program, the company added the ability for employees to give to the charities of their choice all year long through Spark, Benevity's workplace giving solution. They saw big results with donations for both programs increasing by 65% and 63% respectively – a huge win for the company, its employees and their charities.



But it wasn't just about the dollars:

Employee engagement rose with the ability to choose their own charities

Program administration and management time decreased

Detailed reports showed how people engaged in giving and volunteering

Automated systems delivered funds to charities in one month versus nine months

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