



Want to work for a company that gives back? Don't leave your job, make the change happen where you are. Here are five tips and ideas that you can try.

More and more people want their place of work to give back to the community and to the world. So if that describes you, don't just start looking for jobs. It's worth trying to change things in your current position.

Chances are, you'll have some willing helpers among your colleagues.

In fact, almost 60% of Millennials¹ feel accountable for protecting the environment and 53% feel responsible for promoting social equality.

Here are some tips from someone who knows exactly what your bosses want to hear.

1. Work out what's a good fit

Start by understanding what – if anything – your employer already supports, advises Karen Gately, the founder of human resources consultancy [Ryan Gately](#).

If they do support something, then think about what could complement that work. If not, think about what could complement the business as a whole.

"Sometimes there is a logical fit," says Gately, who has helped numerous organisations set up corporate giving programs.

For example, it makes sense that a company in the building industry focusses their corporate giving on whether people have a roof over their head – homelessness.

"The more relevant you can make the ideas to your employer, its core business, and the industry – the more likely it is that people are going to pay attention," Gately says.

2. Get buy-in

While walking into the executive meeting and doing a big pitch may have a positive impact, you can do better than that.

"You're entirely more likely to get buy-in if you have some one-to-one conversations first," Gately advises.

So identify people within your organisation who might be likely stakeholders and work on getting their support.

That might mean approaching the HR team, the business owner or senior leader. Start with whoever you believe will be the most receptive.

3. Build a business case

Employers support causes not just because it's a good thing to do, but because it makes good business sense as well.

When it comes to framing your pitch, "it is important to understand the employer's priorities, the cultural environment of the business, and the industry. Understand what's in it for your employer and the rest of your workforce," Gately says.

To get you started, here's some evidence on what corporate giving is good for:

Recruitment: three-quarters of Millennials² consider a company's social and environmental commitments when deciding where to work.

Retention: 83% of Millennials³ are more loyal to a company that helps them contribute to social and environmental issues

Engagement: Numerous studies⁴ show employee engagement is boosted by corporate volunteering and CSR.

Productivity: there is a strong positive correlation⁵ between employee-directed corporate philanthropy and workplace productivity.

And don't forget to mention that corporate giving is not only good for the business internally, but it's great for brand image and reputation⁶.

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4. Get the timing right

Your chances of securing support for charitable causes are much better when your company has funding available.

To get the timing right, consider your company's financial position and budget cycle, Gately advises.

"If your organisation is going through a really tough and challenging time there's less likely to be the finances, time or focus capacity to even think about these kinds of initiatives," she says.

"Also, if budgets have only just come out and you're saying 'oh can I have some extra money to invest in this cause?' Then you're not likely to succeed."

5. Delivery

Once you've convinced your employer to embrace a cause you can work together on how exactly to provide support.

"There are four ways to give: I can give my time, my talent, my money, and my resources," says Gately.

Common initiatives that fall within these categories are:

Workplace giving – workplace giving programs involve employees authorising payroll to deduct a donation from their pre-tax pay. Some level of donation-matching by employers is common.

Volunteer days – allowing staff to take time out of their work day to volunteer for a common cause, or a cause that is important to the individual.

Pro bono – donating professional expertise or talent to those who may not be able to access or afford it otherwise.

Green workplaces – initiatives can include car-pooling schemes, installing bike racks and shower facilities, office recycling drives, appliance energy audits, and work-from-home days.

Donating resources – giving can be as simple as providing not-for-profits access to workplace facilities, such as letting a charity hold their meetings in your boardroom.

Patron without a cause?

Okay, so that's how you convince the powers that be. But what if you want to give back but you're not sure what cause to get behind?

If you'd like help getting some ideas, visit our [community page](#) to see a number of initiatives that bring long-term benefits to the community and Australians in need.

¹<https://www2.deloitte.com/global/en/pages/about-deloitte/articles/millennialsurvey.html>

²<http://www.conecomm.com/research-blog/2016-millennial-employee-engagement-study> Ibid.

³<http://www.voluntare.org/wp-content/uploads/2013/12/WIN-WIN-WIN-THE-INFLUENCE-OF-COMPANY-SPONSORED-VOLUNTEERISM-PROGRAMS-ON-EMPLOYEES-NGOs-AND-BUSINESS-UNITS.pdf>

⁵<https://theconversation.com/note-to-bosses-workers-perform-better-if-you-give-to-charity-35873>

⁶<https://au.yougov.com/news/2018/01/04/businesses-and-environmental-damage/>