

Despite the Economy, Employee Programs Popular



Employee volunteering programs and employee matching donations programs remain highly popular ways for corporations to invest in the community, according to The Conference Board of Canada's first-ever national survey of corporate community investment activity.

What's more, the study finds that Canadian companies have maintained or even increased their community investment budgets despite the uncertain economic climate of the past five years.


Thirty-nine (39) percent of 180 companies surveyed said their budget had increased compared to the previous year and 47 percent said their budget stayed the same. Only 14 percent of respondents reported that their community investment budget had declined.

Over a five-year time frame, more than 50 percent of respondents reported an upward trend in their community investment budgets. An additional 34 percent reported that their community investments have remained constant in nominal dollars.

The following charts, from The Conference Board of Canada's April 2013 "Canadian Corporate Community Investment Benchmarking Report," provide insight into where companies focus.



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Among companies offering an employee matching donations program, United Way, health care organizations, and civic and community organizations receive the most support. Disaster relief, education, the environment, amateur sports, and culture and the arts also get significant support.

Are you providing [opportunities for employees to give back to the community](#)? Is your company's employer brand synonymous with social responsibility?