

Social Impact, CSR, and Purpose-Driven Business



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Corporate social responsibility (CSR) encompasses business practices companies pursue to advance charitable and activist goals. A growing aspect of all businesses, it is something that corporate leaders agree is a moral obligation.

Accordingly, CSR shares the same general purpose as sales, marketing, human resources, and accounting: to generate value for your stakeholders — your employees, your customers, your shareholders, and your greater community.

Employees and customers share in this sentiment and believe organizations are responsible for “giving back,” even factoring CSR into where they choose to work and spend their money.



The Power of Purpose

The specific purpose of CSR is the purpose itself: a successful CSR program defines and supports a company's mission to create long-term value for the communities it serves. Your most important stakeholders experience CSR's value in different ways. Here's how CSR's purpose relates to your customers, employees, shareholders, and the greater community.



CSR for Your Customers

- Helps your customers better understand your company's purpose and values.
- Produces value for individuals, communities, and causes that your customers care about.
- Defines your company's relationship with the communities your customers inhabit.
- Encourages brand loyalty through a deeper understanding of your company's purpose and values.



CSR for Your Shareholders

- Promotes stronger talent, decreased recruiting costs, and positive returns through increased customer and employee loyalty.
- Encourages support among savvy investors who value companies that successfully define and develop their purpose.



CSR for Your Employees

- Produces value for individuals, communities, and causes that your employees care about.
- Makes employees feel like they are part of something bigger than themselves and supplies their work meaning.
- Empowers employees to think creatively and take on new leadership roles.
- Develop company loyalty through increased employee engagement.



CSR for Your Greater Community

- Improves your community's well-being, stability, and potential.
- Establishes trust, communication, and the foundation for a long-term relationship.
- Can offer education that helps recipients become better citizens, customers, and/or potential employees.
- Encourages your greater community to support your employees and other stakeholders.

What You Get When You Give

While not a revenue engine, CSR contributes to your company's long-term success by supporting the mission to create lasting impact for the communities it serves. The benefits include enhanced reputation, better talent recruitment and retention, improved innovation, customer loyalty, and capital access. Above all, CSR positions a company for success by orienting its purpose.

Reputation, Brand, and Customer Loyalty

71%

of consumers say it's important for a business to take a stance on social movements.

68%

of consumers considered social responsibility among the most important attributes of a company, while only 44% of consumers cited price as the most important.

Recruiting and Empowering Talent

76%

of millennials consider a company's social and environmental commitments before deciding where to work as shown in a recent employee engagement study.

Nearly 3/4

of employees in another study said that their job is more fulfilling when they are supplied opportunities to make a positive impact at work.

Orienting Purpose for the Long Term

36%

greater earnings for companies focused on the long-term according to a 2017 McKinsey study. These companies also saw a 47% higher revenues and an increased market capitalization of \$7B compared to peer companies focused on the short term.

28

publicly-traded companies that create long-term value for stakeholders was analyzed in another study. These companies outperformed the S&P 500 by a factor of 8 to 1 between 1996 and 2006.



Make an Impact

Learn more about how partnering with EVERFI to empower communities and fulfill your CSR strategy.

Visit www.everfi.com or call (800) 945-2316.

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