

# How can businesses support their employees & themselves to be a force for good?

**There is an extra £2billion a year of untapped potential to give in wealthy people in the UK, on top of the £5billion that is already given.**

**Our research shows that people want to give more but that multiple barriers to giving cause donor hesitancy. These barriers included high levels of financial anxiety and concerns over how money is spent.**

**One potential group of donors of the future are already wealth creators but are not yet on the radar of major donor fundraisers.**

**In their 20s and 30s they are concentrating on career and family and their giving is largely transactional and personal; large scale giving may be something in their future but it is not for now. More is required for these potential donors to become strategic and change-making.**

**Businesses have a role to play in engaging people with their giving sooner...**

## 4 things businesses can consider

### **1 Tap into a drive for convenience with giving, by offering payroll giving solutions**

- Creating a convenient and simple way to gift enables people not to 'miss' the money, but also to not have to expend the mental effort involved in organising this themselves
- Consider linking this as % of salary rather than amount – enabling people to build their giving amounts as they build their own earning power
- Build recognition of the efforts of the workforce by sharing amounts raised
- Build personal choice into the solution

### **2 Support and match charitable efforts by staff, creating an opportunity to give at corporate level and encourage gifting behaviour by employees**

### **3 Create longstanding relationships with local organisations to allow staff to build meaningful and impactful relationships**

- Many companies are already very charitable, with volunteer days increasingly an important benefit
- Be mindful of the ask around volunteering days – charities are not always events organisers and while this is excellent for team building, can be very resource intense for the organisation – offer your specific skills - instead of picking up litter do the accounts/audits/marketing strategy etc. by utilising the specific skills of your staff
- Consider the role of more than an annual relationship with a charity – building a sustainable connection takes time – how can it be beneficial to both sides?

### **4 Consider broader communications around charitable giving during pay rise and / or bonus season**

- Can financial advisors play a role here?