



Corporate Generosity Research Report:

Comparing Perceptions of Georgia's Senior Business Leaders & Employees

March 2020

Presented in partnership with:



2020 goBeyondProfit Corporate Generosity Research Report

The second annual goBeyondProfit Corporate Generosity survey of Georgia business leaders and employees found a desire for employees' and consumers' voice to be heard, and for leaders to be visibly involved.

Clear benefits reflect age and geographic differences

Rewards are clear. As with a year ago, half of Georgia's working adults factor corporate generosity into their employment decisions and will even pay more for products from generous companies. Executives understand the rewards, believing community outreach is important to their businesses' valuation and finances, and confirm it is critical to their businesses' overall health. (Pages 2-3)

Statewide implications for age and location. Corporate generosity holds higher value and triggers greater engagement among young employed adults statewide, and among Georgians of all age groups outside the Atlanta market. (Pages 4-7)

Insights into engaging most effectively

Georgians want a voice in companies' choice of causes. They believe companies should choose causes based on employees' and customers' interests and passions, as well as ones which help solve local community issues. (Pages 8-9)

CEO visibility: Employees and Senior Leaders both agree CEOs should be visible in outreach efforts, but a significant portion of employees don't yet see their CEO's involvement. (Pages 10-11)

Awareness drives employees' passion, but 1/3 of employees are in the dark. Employee familiarity with their company's causes drives passion, a proven engagement trigger for retention and loyalty. Georgia's employers have an opportunity to communicate more effectively because 31% of employees know little or nothing at all about their employer's causes. (Pages 12-13)

Giving and perception trends

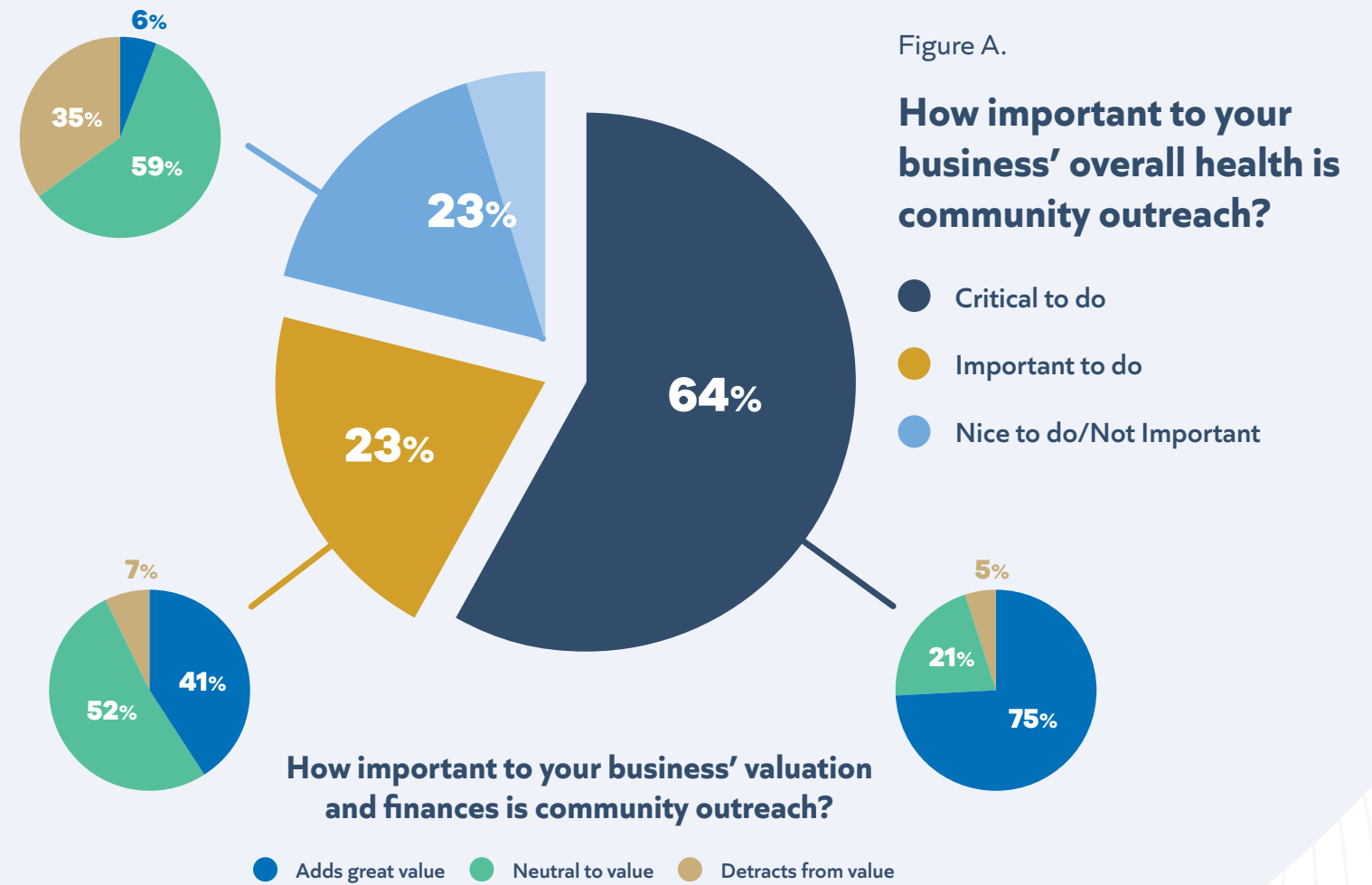
Outreach activity trends show giving is up. An impressive 72% of Georgia businesses increased their charitable giving last year, but employees didn't see it. As of the close of this survey, employers plan to increase giving again next this year. (Pages 14-15)

An employee/employer gap: Senior Executives give higher marks for statewide generosity than working adults give. (Page 16)

Corporate generosity maintains its value among employees, consumers and employers.

The vast majority of executives (88%) confirm community outreach is “critical” or “important” to their businesses’ overall health.

Most executives (75%) who say community outreach is critical to their company’s overall health also say community outreach adds great value to their company’s valuation and finances. (See Figure A.)

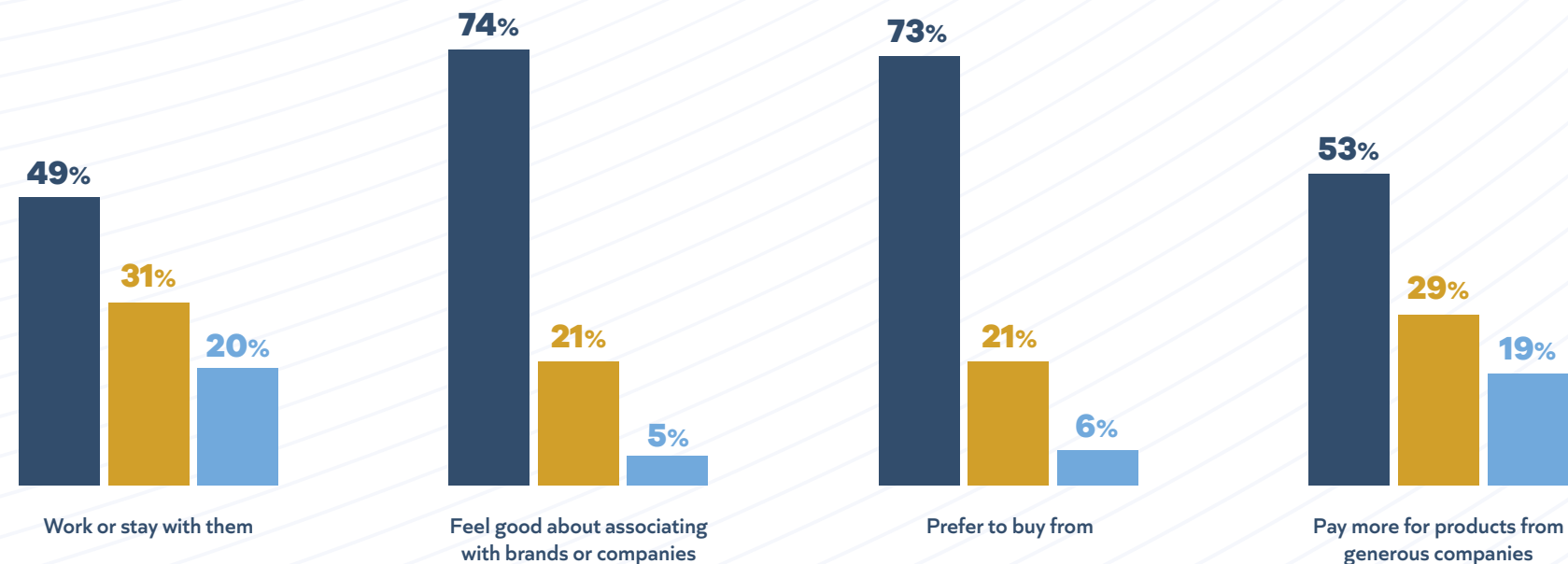


Employee and consumer behaviors validate executives’ emphasis on community efforts.

Like last year, half the state’s working adults consider corporate generosity when deciding whether to work for or stay with an employer.

And strong majorities prefer to buy from (73%) and associate with (74%) brands and companies who are generous to the community.

53% say they’ll even pay more for products from these companies. (See Figure B.)



Younger adults statewide value corporate generosity more than older age groups

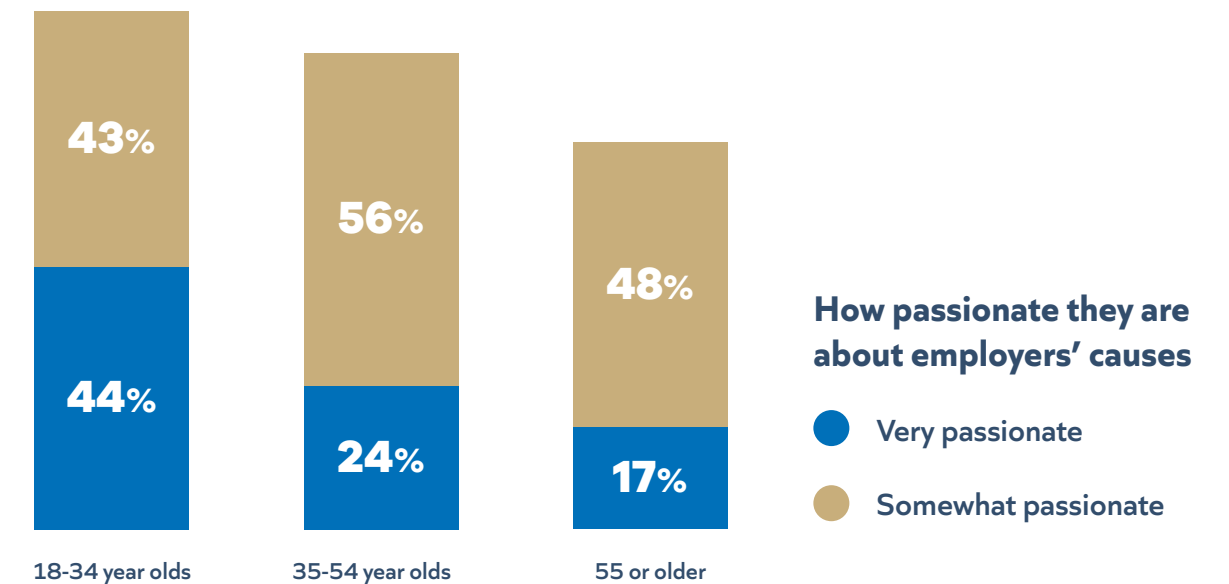
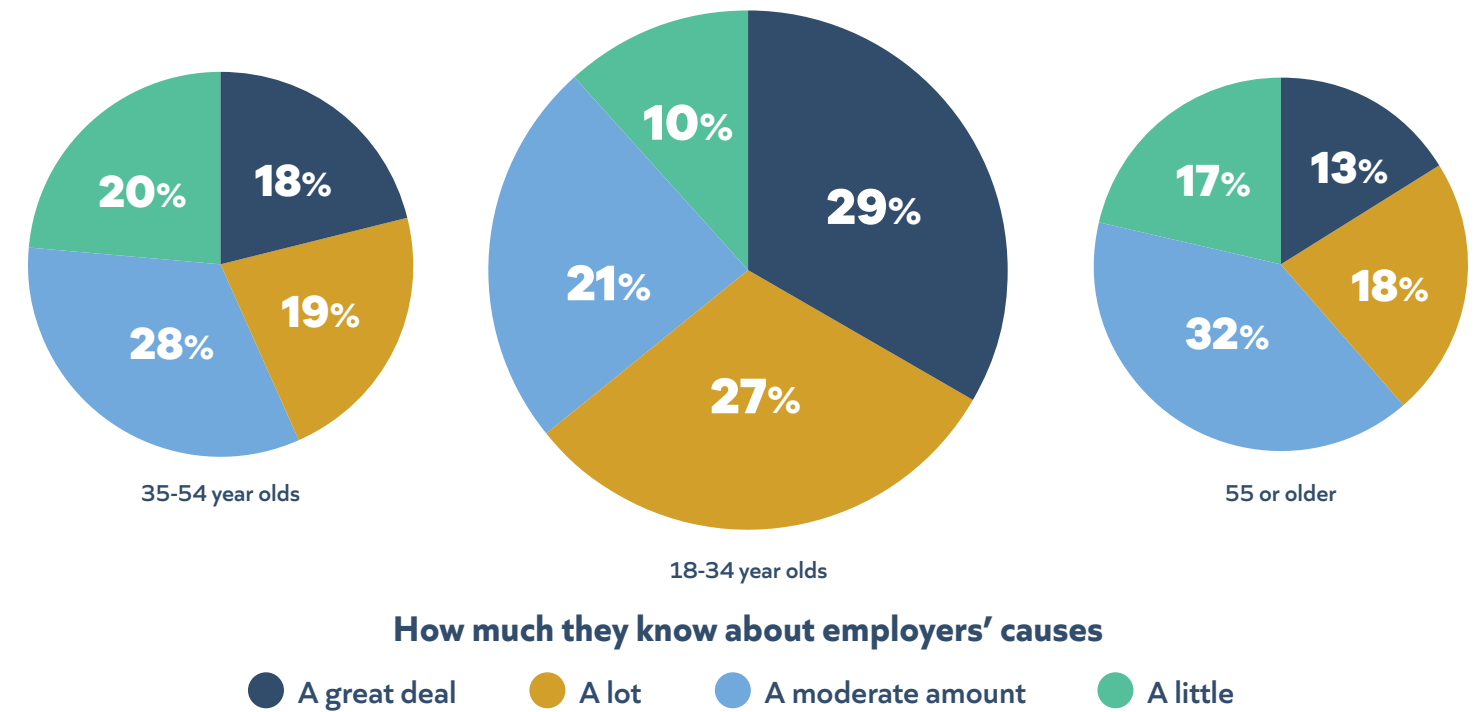
Younger working adults (18-34) again demonstrated greater propensity to be engaged and to reward corporate citizenship.

Regardless of location, employees (18-34) indicate they know more about their employers' outreach. 77% know at least a moderate amount compared to 65% of those 35-54 years old and 63% of those 55+. The younger employees declare they are more passionate about their employers' causes with 87% claiming they are Very or Somewhat passionate compared to their older counterparts at 80% (35-54) and 65% (55+). (See Figure C.)

They're also more inclined to reward companies with purchase and employment decisions. (See Figure D. on page 6)

Figure C.

Younger respondents know more and are more passionate.



Generational differences persist

On at least 12 factors, **employees 34 and under demonstrate greater awareness** and inclination to support and be involved than older employees.

Figure D.

The Generations Differ	18-34	35+
Rate Georgia companies as excellent	34%	22%
Company for which they work for does this a great deal:		
Encourages/arranges volunteer opportunities	29%	21%
Donates money	26%	18%
Donates resources	29%	20%
Know a great deal about causes their company supports	29%	16%
Are very passionate about the causes their company supports	44%	21%
CEO/Senior leader is very involved in and supportive of company causes	38%	27%
It's important that the CEO/Senior leader is involved	43%	31%
An employer's generosity is a strong factor in deciding to work/continuing to work for them	36%	20%
Strongly agree that they feel good associating with generous companies and brands	46%	31%
Strongly agree that if price is similar, they prefer to buy products from generous companies	42%	31%
Strongly agree that they are willing to pay more for products from generous companies	29%	16%

Regardless of age, employees give better marks and cite higher engagement with corporate generosity outside of the Atlanta market.

Employed adults outside the Atlanta market:

- Are more optimistic when rating state companies and their own employer's generosity
- Give their employers higher ratings on exhibiting specific community activities
- Indicate a greater propensity toward employer loyalty
- Record stronger loyalty to generous brands
- Know more about their company's causes, and are more passionate about them
- Are more likely to say their senior leaders should be and are involved

Figure E.

The "Two Georgias" Value Corporate Citizenship Differently	Atl MSA	The rest of GA
Rate Georgia companies as excellent	21%	34%
Rate their own company as excellent	25%	45%
Company for which they work for does this a great deal or a lot:		
Encourages/arranges volunteer opportunities	39%	51%
Donates money	38%	50%
Donates resources	39%	52%
Works with community partners to solve problems	39%	52%
Works to create a culture that includes/appreciates giving back	43%	55%
Know a great deal about causes their company supports	16%	27%
Are very passionate about the causes their company supports	22%	39%
CEO/Senior leader is very involved in and supportive of company causes	25%	40%
It's important that the CEO/Senior leader is involved	30%	43%
More likely to consider an employer's generosity when deciding to work/continue to work with them	41%	62%
More likely to strongly agree that they feel good about associating with generous companies and brands	31%	43%

Georgians want a voice in the causes businesses support.

New this year, working adults shared their clear preferences for how companies choose the causes they support. The answer is they want a voice in the process and choices in alignment with their interests and passions.

When we combine the respondents' choices of "priority" and "important, but not a priority", the wakeup call to include stakeholder opinion skyrockets. Adults value employee choice (81%), Customer choice (80%), addressing local needs (79%) and alignment with business skills or mission (74%).

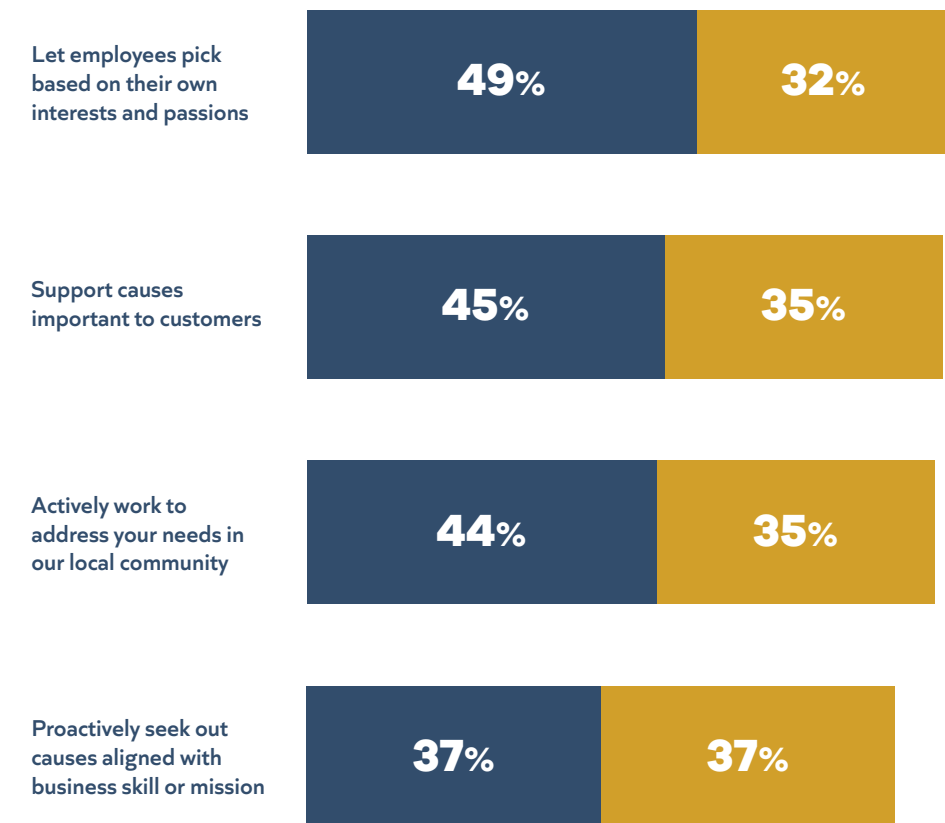
Nearly half of adults (49%) believe the priority method for picking charitable partners includes employees choosing causes aligned with their own interests and passions. Close behind (45% of adults) believe companies should prioritize customers' opinions as they select causes. And – not necessarily mutually exclusive -- nearly as many (44%) think companies should work to address the needs in their local community.

While selecting causes aligned with the business skills or mission has strategic value in marketing awareness and potential skill/insight building, this approach is rated least favorably (37%) by employees. (See Figure F.)

Figure F.

Ideally, how would your company pick which causes to support?

● Priority method ● Important, but not priority



So, while aligning outreach with the business' skills and mission can be an important strategy to realize efficiencies and marketplace value, companies will realize greater outcomes by communicating why chosen causes are important and how stakeholders (employees, customers and community) had a voice in the process.

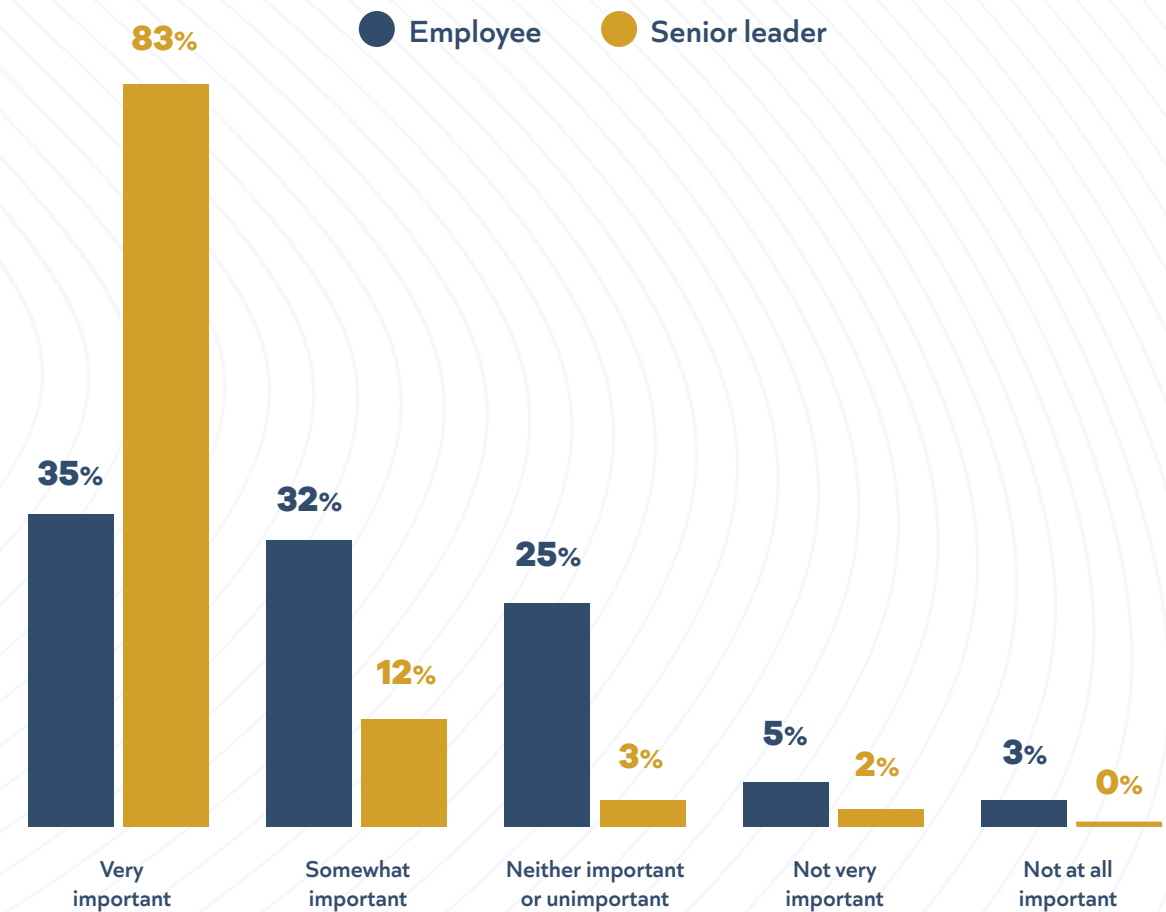
Executives and employees agree CEOs should be visibly involved and supportive of company outreach, but employees aren't seeing it.

A resounding 95% of senior executives believe it's important that their employees see them involved in and supportive of community outreach and 67% of employees agree it is important.

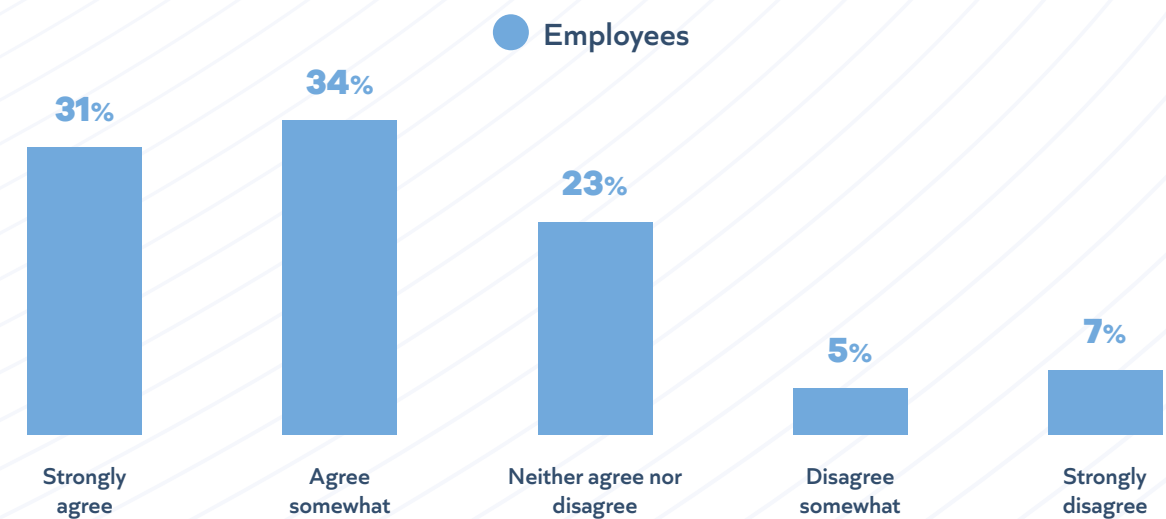
But 35% of employees assert that they do not see their executives involved and supportive. (See Figure G.)

Figure G.

Importance of senior leaders' visible involvement in and support of company's outreach



My senior leader is involved in and supportive of company's outreach



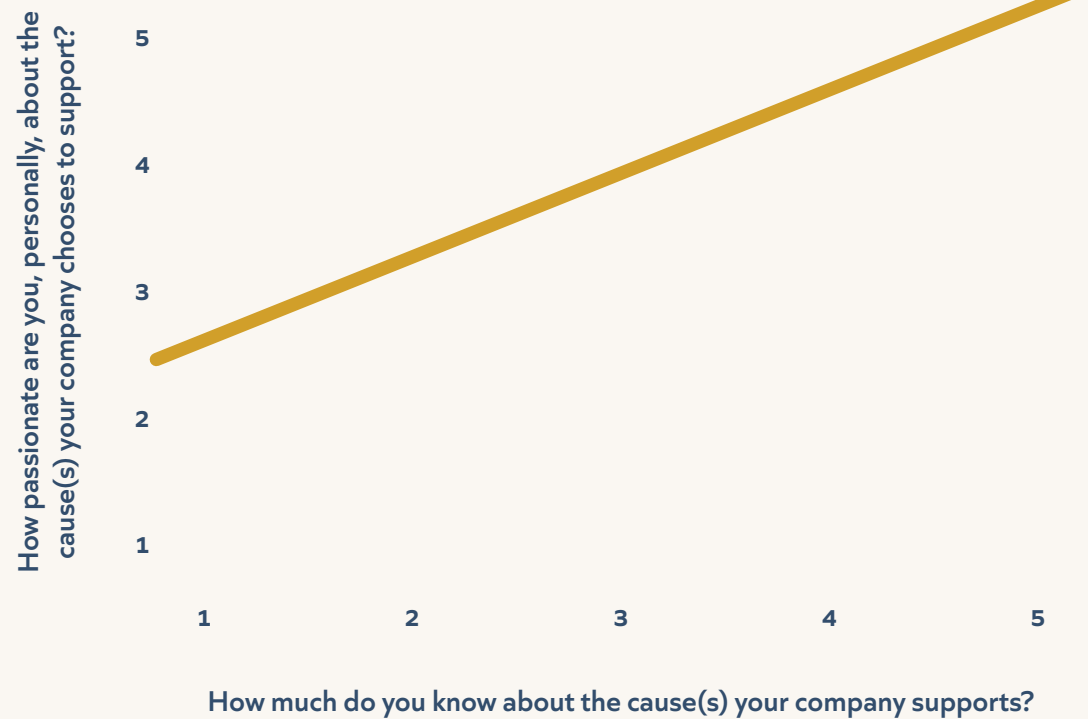
There's clear correlation between employees knowing about the causes their employer supports and passion for them.

Employee familiarity with their company's causes drives passion for those causes, an engagement trigger for employee retention and loyalty.

Of employees who know a great deal about the causes their company supports, 98 percent are at least somewhat passionate about those causes, while 79 percent are very passionate about them. (See Figure H.)

Figure H.

As knowledge increases, so does passion



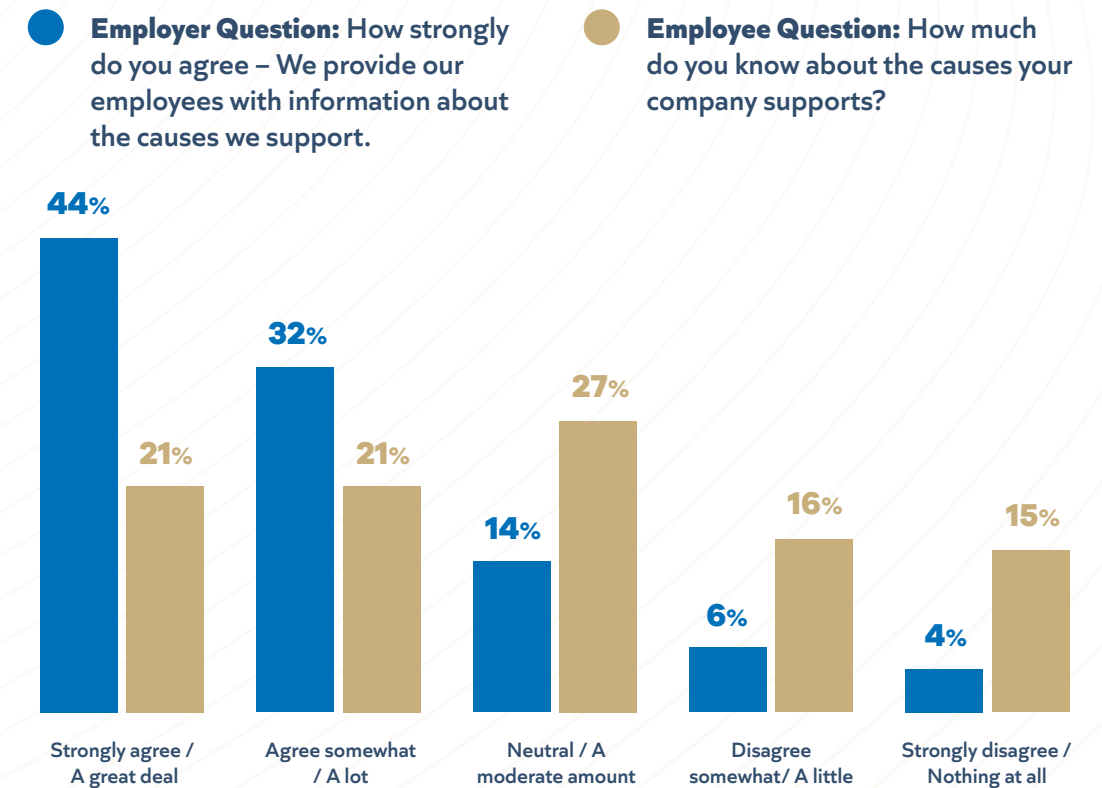
Despite companies' efforts, employees don't know enough about the causes their employers support.

76% of employers say they provide employees with information about the causes they support and why. But it's not sinking in.

A worrisome 31% of employees know little or nothing at all, indicating there's more opportunity to educate employees about these efforts.

Figure I.

Employers & Employees: Information provided but not known



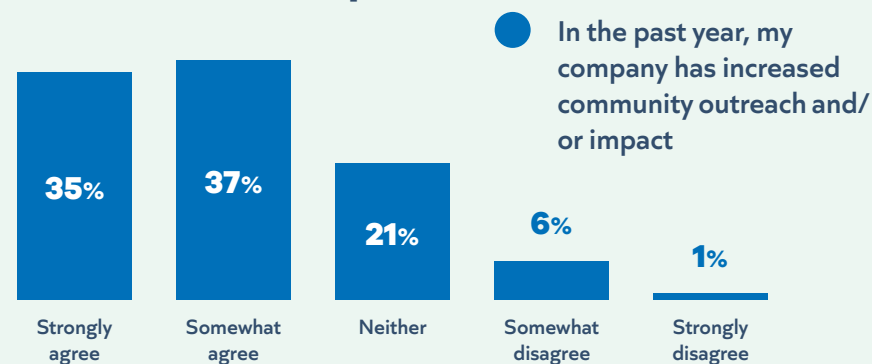
By educating employees about the causes they support, employers can generate passion and trigger increased loyalty, engagement and retention. This is especially true among younger employees, who are notoriously harder to retain.

Companies increased their donations and impact this year, but employees haven't noticed yet.

In 2020, 72% of employers say they increased outreach or impact last year over the previous year.

Figure J.

Companies reported increased donations and impact



Georgia's working adults did not see a statistically significant change in demonstrated corporate citizenship since the previous year.

Executives reported that donating money rose from the least common behavior to second most common. In 2019, just 54% said they donated money a great deal/a lot compared to 63% in 2020.

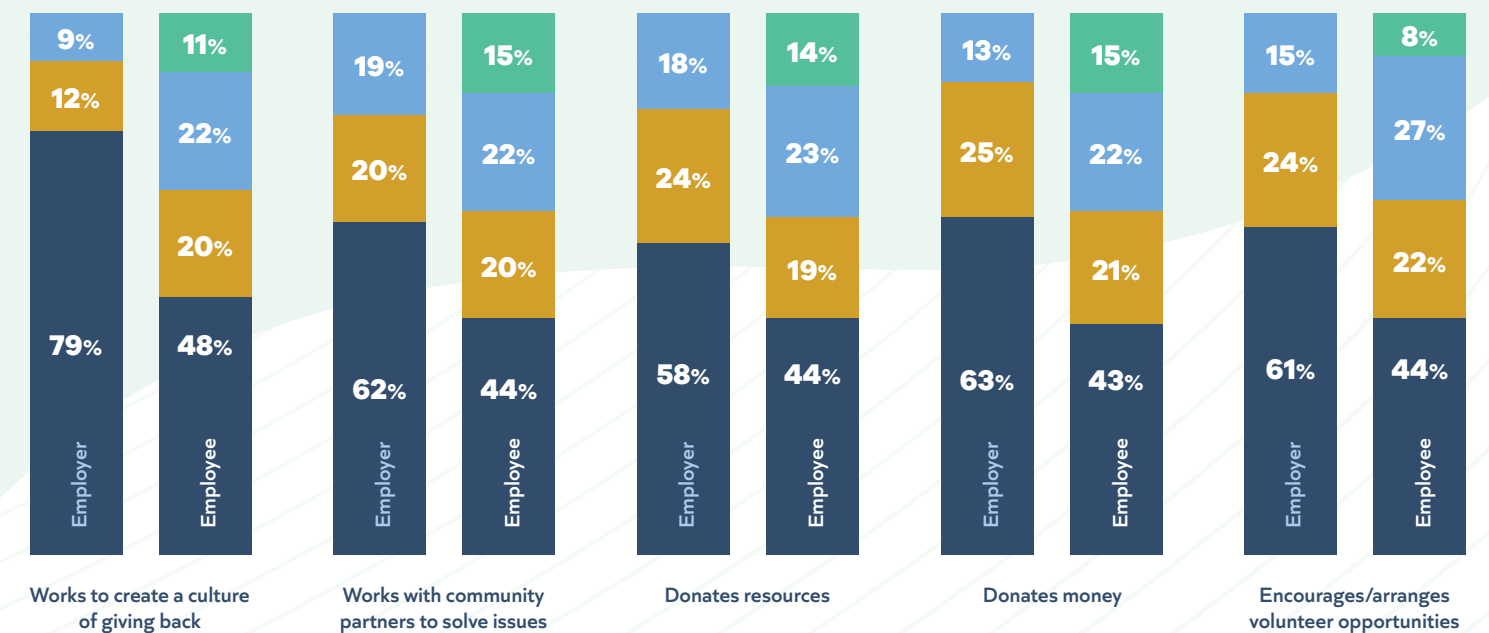
There was no significant change in the amount executives reported or employees observed five outreach behaviors. Again this year, less than half of employees noticed their employer:

- Creating a culture of giving back (48%)
- Donating money (43%)
- Working with community partners to solve issues (44%)
- Encouraging/arranging volunteer opportunities (44%)
- Donating resources (44%)

Figure K.

Behaviors executives reported versus what employees noticed

- A great deal / a lot
- A moderate amount
- Not at all / a little
- Don't know



While most Georgians give state businesses good ratings for charitable efforts, there's a gap in perceptions between senior leaders and their employees and customers.

Most executives (82%) ranked Georgia companies as Excellent or Good at charitable giving and supporting the community.

But in comparison, only 66% of employees gave Georgia companies an Excellent or Good rating.

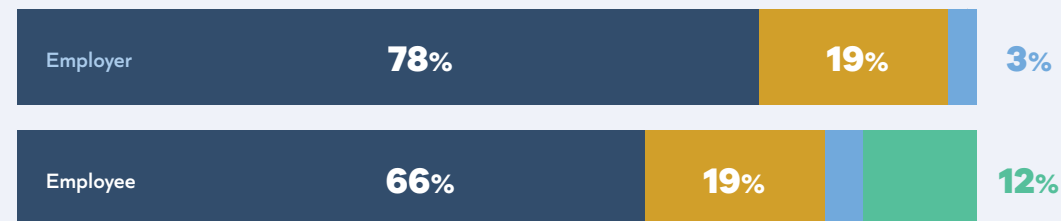
This difference of opinion indicates a gap between employers' perceptions of their efforts and working adults' observations and expectations.

Figure L.

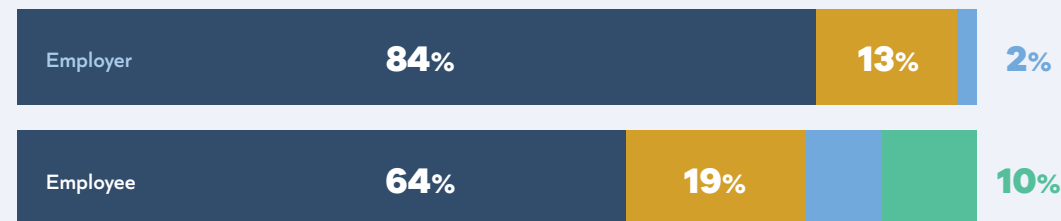
Employers give themselves higher ratings than employees do

● Excellent / Good ● Fair ● Poor / Very Poor ● Don't know

Rating of Georgia Companies on Charitable Giving



Rating of Your Own Company on Charitable Giving



Overall, this year's research unveils opportunities for business leaders who:

- Involve employees and customers in outreach decisions and educate them about how and why causes are chosen.
- Are more visibly involved in company's outreach efforts.
- Communicate broadly and demonstrate a range of community-minded behaviors to ensure audiences observe a depth of corporate character.



The research was conducted by goBeyondProfit in partnership with Georgia CEO and the Georgia Chamber of Commerce. goBeyondProfit is a statewide alliance launched by business leaders for business leaders to spur corporate generosity and improve people's lives. Through peer insights and stories, members learn from one another and strengthen their ability to ensure stronger businesses and healthier communities. goBeyondProfit is a fully funded philanthropic venture inviting every Georgia business to join at no cost.

For further information, and a downloadable PDF of the survey, [visit goBeyondProfit.org](https://www.gobeyondprofit.org) or reach out to goBeyondProfit Founding Director Megan McCamey at mmccamey@gobeyondprofit.org.



Methodology:

Two separate surveys were simultaneously conducted by goBeyondProfit during the first quarter of 2020.

Georgia senior executives qualified for the survey if they were in a senior leadership position with a company that has a Georgia presence. The Georgia Chamber and Georgia CEO, a network of local websites focused on the state's business communities obtained respondents for this survey via email invitations to their databases. The survey was open from February 4 – February 24, 2020 and drew 244 completes. At a 95 percent confidence level, this survey has an error range of +/- 4.3%.

An online survey was conducted among 500 Georgians between February 5-February 10, 2020. GoBeyondProfit contracted with Dynata, a provider of first-party data, contributed by people who opt-in to participate in surveys and market research, for the sample. Respondents qualified for the survey if they were 18 years of age or older and were employed by a company that has a Georgia presence or a Georgia office. The survey drew 523 completes. At a 95% confidence level, this survey has an error range of +/- 6.3%.