



United Way of Crow Wing
and Southern Cass Counties

Volunteering not only benefits the organization and community but also the employee and corporation.

Benefits to the Employee:

- Improves performance
- Increases job satisfaction, attitude and morale
- Encourages teamwork
- Promotes leadership and skill development
- Improves communication between employees and their supervisors and across departments
- Self-gratification
- Improves physical and emotional health of employees who volunteer.

Benefits to the Corporation:

- Builds brand awareness and affinity
- Strengthens trust and loyalty among consumers
- Enhances corporate image, reputation and credibility
- Improves employee retention
- Increases employee productivity, staff morale and loyalty

Benefits to the Community:

- Provides a skilled and talented volunteer pool, as employees devote personal and professional skills to community needs.
- Offers direct cost savings for community service organizations in saved recruiting and labor costs.
- Creates quantifiable social impact
- Helps bring community needs into focus

Companies with employer supported volunteering programs find that:

- Employees are proud to work for them
- Potential employees want to join them
- Customers feel good about buying from them
- Partners want to work with them
- Investors want to invest in them
- Local strategic partners welcome them to their area

Recent studies have shown:

- 96% of Americans agree that volunteering makes people happier.
- 94% of companies surveyed believed employee volunteering provides a way to raise employee morale.
- 92% of people who volunteer through their workplace report higher rates of physical and emotional health.
- 88% of employee volunteers report volunteering provides networking/career development opportunities.
- 66% of employees reported a greater commitment to the company as a result of their experience volunteering.
- 87% of employees who volunteered with their companies reported an improved perception of their employer.
- 82% of employees who volunteered felt more committed to the organization they worked for.
- Researchers found that employees who volunteer through their workplace report more positive attitudes towards their employer as well as colleagues.
- Employee volunteering programs increase engagement levels at work when it connects to an individual's need for meaning and accomplishment.
- Employee engagement is increased through volunteering and companies with engaged employees experience 26% higher revenue per employee, 13% total higher total returns to shareholders, and a 50% higher market premium.