

VALUE-ADDED BENEFITS FOR COMPANIES SPONSORING CAUSES

Corporate Citizenship Study

The Cone Corporate Citizenship Study found that **8 in 10 Americans say that corporate support of causes wins their trust in that company.**

Furthermore, the study found that *89% of Americans believe that corporations and nonprofits should work together to raise money and awareness for causes.*

A company's commitment to a social issue is important when I decide . . .

	2004	2002
Which companies I want to see doing business in my local community	85%	84%
Where to Work	81%	84%
Which products and services to recommend to other people	74%	75%
Which stocks or mutual funds to invest in	70%	66%

The 2004 Cone Corporate Citizenship Study was commissioned by Cone, a strategic marketing and communications agency.

Survey of employee views on charitable causes

A 2004 survey conducted for Deloitte & Touche USA found:

72% of workers said they would choose an employer that supports charitable causes over one that doesn't if the pay, location, benefits and responsibilities were the same.

92% said it's important for companies to donate money, products or services.

87% said it's important for companies to offer workers volunteer opportunities.

Hunger in America

Bipartisan polling done on Election Day 2008 reported:

73% said they would favor spending additional tax dollars on federal hunger programs to end child hunger in the United States by the year 2015.

83% thought the hunger problem in the United States was either getting worse (49%) or was about the same (34%).

This national poll was conducted Nov 4, 2008 by McLaughlin & Associates.