

# Corporate Citizenship: What Does The Research Say?

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Companies in the early stages of creating their corporate citizenship program, are always asking: "What does the research say about this so that I can convince my boss this is a good idea?"

Here are the 15 most important stats you can have at the ready to reinforce the idea that corporate citizenship can deliver both social and business benefits.

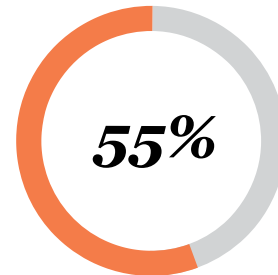
## CORPORATE GIVING IS GROWING

Canadian companies donate approximately **\$2,295 billion** in cash each year. That's up by more than **581%** since 1990.<sup>1</sup>

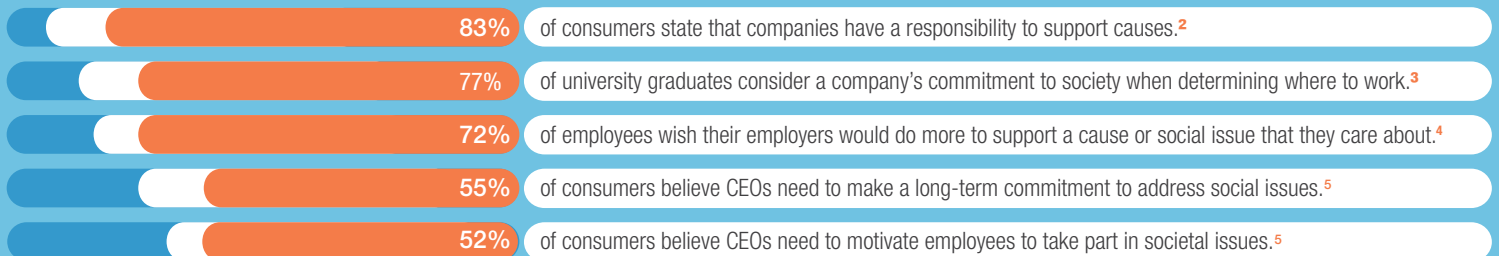
Giving is trending upward in Canada with companies contributing **1.1%** of pre-tax profits.<sup>1</sup>

### MORE THAN HALF OF COMPANIES HAVE SIGNATURE CAUSES OR PROGRAMS

to guide their decision making processes and share their charitable giving story.<sup>1</sup>



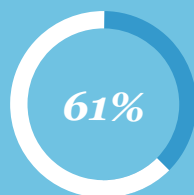
### Society is increasingly expecting businesses to play a more active social role



### Customers expect you to make them aware of your charitable efforts



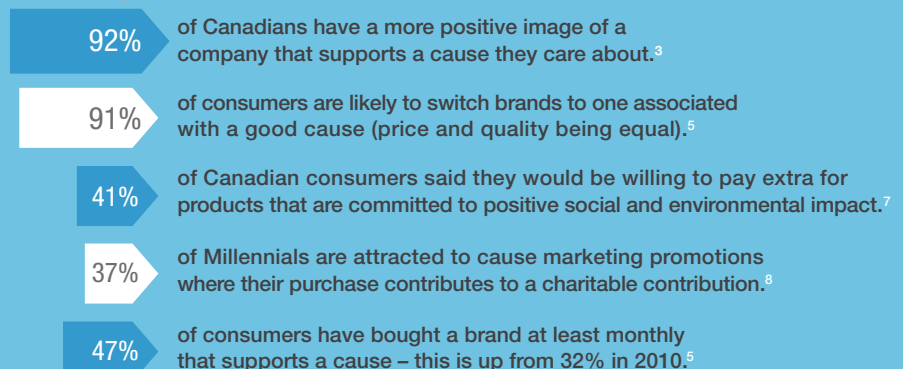
of Canadian consumers say that it is critical for companies to make consumers aware of their community investment efforts.<sup>5</sup>



of global consumers don't think that companies are giving them enough details about their efforts, including the amounts donated to charity.<sup>6</sup>



### CUSTOMERS REWARD COMPANIES THAT GIVE BACK



#### SOURCES

1. Corporate Giving in Canada. Imagine Canada.
2. Do Well Do Good. 2010.
3. 2007 Cone Cause Evolution Survey.
4. 2006 Millennial Cause Study.
5. 2013 Cone Communications/Echo Global CSR Study.
6. 2010 Cone Cause Evolution Study.
7. Nielsen 2013 Consumers Who Care Study.
8. American Millennials: Deciphering the Enigma Generation.

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