

Driving Employee Engagement

Key Insights for
Corporate Giving Programs



GLOBAL IMPACT

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Thank you to the organizations whose work contributed to this white paper:



As workplaces rebound from record-low employee engagement rates, it's never been more important to understand current trends in workplace giving and sentiments of workplace donors.

That's why Global Impact and Embold Research recently came together to survey workplace donors on their knowledge of their giving programs, feelings toward giving, and preconceptions about nonprofits. We surveyed over 2,500 employed Americans via dynamic online sampling and text messages to obtain a sample reflective of the prospective donor population. Poststratification was performed on age, gender, race/ethnicity, education, region, and the 2020 presidential vote.

This white paper presents key findings from the research and provides actionable recommendations to help companies inspire greater giving and engage their employees.

Employee giving programs serve as powerful tools for building engagement, fostering company culture, and creating social impact. However, our research revealed some striking disparities between program availability and employee awareness. This awareness gap represents a significant opportunity for companies to engage their workforce in meaningful social impact initiatives.



“Global Impact’s very roots are in workplace giving. For nearly seven decades, we’ve connected nonprofit partners with hundreds of corporate and public sector workplaces, inspiring everyday donors to give generously at work. As workplaces—and the global giving landscape—have changed, so have we. Our new research presents a fascinating look into today’s workplace donors and how your workplace can deepen connections with them to meet your goals, foster engagement, and inspire greater giving.”

Scott Jackson
CEO & President, Global Impact

Recommendation **ONE**

Promote matching gifts widely and often.

57% of survey respondents were likely to donate if offered a matching gift program as an incentive.

Giving rewards or financial incentives for donating doesn't move the needle significantly — except for a matching gift program. Over half of employees are likely to donate when offered a matching gift incentive.

Sure, other incentives perform well with certain audiences; for example, younger donors are slightly more interested in free gifts. However, the gap is significant — matching gifts outperform other offered options by 24% — showing how influential matching gift offerings really are.

The data shows an overwhelming preference for matching gifts compared to other incentives, making it your most powerful tool for driving participation. This means if your workplace offers a matching gift, you need to promote it consistently and strategically.

STRATEGIES TO CONSIDER

- **Integrate matching gift information into all CSR communications.**
- **Streamline the matching gift request process.**
- **Include program details in new hire onboarding.**
- **Secure visible leadership support and endorsement.**
- **Maintain consistent communication about the program.**
- **Track and share participation metrics.**

And if a full 1:1 matching gift isn't in your budget, no worries. Consider making gifts to the top nonprofits your employees give to. You can also explore other incentives like offering a paid day off to staff for reaching a fundraising goal.

Case Study

Accenture's Unique Corporate Matching Gift Program

Accenture's distinctive U.S. matching gift program takes a fresh approach to employee engagement by rewarding collaboration. The company provides a one-time dollar-to-dollar match of up to \$1,000 for fundraising campaigns involving 10 or more employee donors who collectively raise at least \$1,000, reserving dollar-to-dollar matches for major disaster relief campaigns and other events sponsored by leadership.

This strategy promotes participation across teams and helps spotlight causes that resonate with multiple employees. For example, one employee used the program to introduce colleagues to a nonprofit where he serves as a board member. He inspired nine colleagues to contribute with him, securing not only the matching funds but also raising awareness about something close to his heart.

Accenture's model demonstrates how companies can adapt matching programs to reflect their unique cultures and budgets. By focusing on group participation, they amplify impact while building strong connections among employees. Consider creative approaches like this one if you're looking to launch a new matching gift program or enhance an existing one by inspiring collaboration and deeper engagement in workplace giving.

Case Study

Heifer International Promotes Matching Gifts

Heifer International demonstrates how nonprofits can be powerful allies in boosting employee engagement and participation in matching gift programs. Recognizing that matching gifts are one of the strongest incentives to give, Heifer implemented a strategic, organization-wide initiative to educate donors on how to double their impact through their workplace. By integrating matching gift messaging across all marketing channels and donor touchpoints, Heifer ensured that their supporters understood the ease and benefits of participating in these programs.

For companies, this underscores the critical role nonprofits play in amplifying the success of corporate matching gift programs, and employee giving programs in general. When charities can actively educate their audiences about matching gifts, they not only unlock greater contributions but also help companies like yours drive employee participation and engagement. When you share the details of your company's program with nonprofit partners like Heifer, you're making it easy for your employees to give and see their impact through your program. This collaboration creates a win-win: employees feel empowered to support causes they care about, and you maximize your reach and the effectiveness of your workplace giving initiatives.

“Corporate matching gift programs are one of the most powerful tools we have for amplifying our donors’ impact. When our supporters learn their gift can be doubled through their employer’s match, it not only increases participation but also deepens their connection to our mission and their employer. These partnerships between companies, employees, donors, and Heifer International create a meaningful multiplier effect that helps us do more good in the world.”

Berit Kimrey

Director of Community Marketing, Heifer International

Recommendation **TWO**

Maximize your program's visibility with consistent promotion.

32% of surveyed employees are not sure if their workplace offers an employee giving campaign or matching gift program.

Nearly a third of employees are unsure if their employer offers a workplace giving program. This represents a crucial missed opportunity for employee engagement. If your employees don't know this is available to them, how are they ever going to participate?

This knowledge gap is one of the key opportunities to grow your workplace's employee engagement and charitable impact efforts. Workplace giving programs serve multiple strategic purposes: they boost employee morale, enhance retention rates, attract new talent, strengthen your corporate social responsibility (CSR) reporting, and allow for individual expression of employee's values and beliefs. However, these benefits can only be realized if employees know the program exists and know how to get involved.

You don't need an elaborate communication strategy — begin with these basics and maintain a regular cadence throughout the year. Set a manageable communication schedule that aligns with your giving program's calendar, focusing on key moments when employee engagement typically peaks.

STRATEGIES TO CONSIDER

- **Include program information in regular staff emails**, and consider varying your content from sharing just tactical program details to feature employee contributions stories, highlight causes that are available to support, and celebrate the impact metrics of employees' contributions.
- **Add program details to your staff intranet**, and feature updates in company chat platforms.
- **Incorporate mentions** during leadership presentations when relevant.
- **Add the program information** into onboarding materials for new employees.

There are plenty of opportunities to take this a step further. Consider tying in days of celebration and remembrance, like featuring causes that support women and girls around Mother's Day. You can also communicate about your campaign during key current events or natural disasters. You may also want to consider an annual timebound marketing campaign to educate, recruit, and retain participants. And be sure to make your campaign fun by hosting kickoff events and other engagement opportunities.

Case Study *Carlson's Field Day*

Carlson exemplifies how consistent, creative events can maximize the visibility of workplace giving programs. Their annual Carlson Community Giving Campaign in the Twin Cities draws employees together through engaging activities, all while promoting a culture of giving and connection.

A signature feature of the campaign is the Field Day event, where employees participate in unique activities like canoe races and dunk tanks to foster friendly competition and buzz for the campaign. Food trucks provide lunch, encouraging employees to step away from their desks and connect with colleagues. Nonprofit partners are invited to set up booths and sometimes offer host kit packing or volunteer opportunities, offering employees a chance to learn about charitable causes and make a difference. This event not only boosts employee participation but also serves as the centerpiece for the overall giving campaign that all promotional efforts can drive toward.

This approach demonstrates Carlson's commitment to responsible business practices, using creative, in-person events to ensure employees are aware of their giving activities. By making workplace giving visible, consistent, and fun, Carlson builds excitement for their campaign while amplifying nonprofit impact.

Case Study

Engaging Donors at Work with Children International

Children International demonstrates what it looks like when nonprofit partners promote workplace giving programs to their donors. Their work helps companies elevate employee engagement and workplace giving results by educating donors and connecting them to their employers' programs. Their dedicated workplace giving and matching gift webpage is an example of how nonprofits provide employees with straightforward instructions on how to give to Children International through their employer-sponsored program. By emphasizing the impact of workplace donations in their donor communications, Children International is amplifying the message to give at work to make an impact.

Nonprofit partners can enhance workplace engagement beyond monetary contributions to include engagement opportunities and activities for staff. Children International's Letters of Encouragement initiative, for example, invites employees to write uplifting letters to children in their programs, fostering a personal connection to their mission.

For companies, partnering with nonprofits like Children International offers a valuable way to consistently communicate about workplace giving opportunities. Remember that you can tap into nonprofit partners to create win-win solutions, connecting employees to your philanthropic goals and sustaining critically needed support for charitable causes.

Global Impact TOOLS

Blog Posts:

Preparing for GivingTuesday – strategies for every timeline

Igniting passion and purpose – How to engage employees with observance days

Employee Giving Hub:

Access marketing materials, stories of impact, pre-packaged observance day content, best practices, and training to support an annual timebound campaign.

Employee Influencers Strategy

Campaign influencers are all-star employees who enjoy drawing attention to the campaign with personalized messages, special prizes, and friendly competition to encourage participation. In short, they're what make a campaign fun! Many successful giving campaigns cultivate campaign influencers to help move employees to give across the organization.

*There are so many ways that your campaign influencers can encourage colleagues to give through your employee giving program. We've seen star employees make campaign promotional videos, pledge to complete dares like polar plunges for hitting campaign goals, recruit celebrity ambassadors, and create friendly competition between departments. Your enthusiastic employees are likely looking for ways to use their creativity to connect with their colleagues, **so start reaching out today.***

Recommendation **THREE**

Empower employees with choices in your program.

61% of survey respondents said that among the reasons to donate, alignment with their beliefs and values was the most important to their decision.

Personal connection drives charitable giving. When employees can support causes they care about deeply, workplace giving transforms from a corporate program into meaningful personal action. Your employees are already connected to community needs and causes — they just need the freedom and encouragement to act on these connections through your program. Put your employees in the driver's seat!

STRATEGIES TO CONSIDER

- **Open your program to all 501(c)(3) organizations**
- **Communicate explicitly** that you want employees to give to causes that inspire them and be willing to share personal stories of why they have donated
- **Emphasize that the program was designed with personal choice in mind**
- **Trust your employees' understanding** of community needs and their judgment in selecting worthy causes

One challenge we often hear as programs really lean into this strategy is the concern that it spreads giving and corporate match dollars in a way that is difficult to report on and doesn't strategically support an aligned impact area with your company. The latter is true and requires a potential shift in your program objectives to really see employee giving as an employee benefit and outlet for your company to fuel philanthropy and a culture of giving, versus alignment with achieving a corporate giving or foundation strategy. The reporting, though, is one we feel can be successfully addressed through impact-based storytelling. We've seen this be successful though the use of:

- **Infographics** that group giving by cause area and show representative impact of dollars contributed
- **Video and graphics** that show program stats
- **Employee testimonials**
- **Success stories** of the nonprofits that your employees supported

Case Study

The World Bank Group's Community-Driven Campaign

The World Bank Group's Community Connections Campaign is fully employee-focused, ensuring a strong personal connection between employees and their giving. Charities must be nominated by 10 staff members to join the campaign and must receive ongoing support from employees to remain included. To make the Campaign more personal, much of the activities happen on a department-level and are led by Campaign Coordinators for that department. This approach helps staff engage each other around charities they know and results in creative and fun activities. Events feature charity speakers and include everything from volunteering, trivia contests, cooking competitions, and more.

Their approach is an excellent example for other companies aiming to build personal connections within their workplace giving campaigns. By empowering employees to lead through charity nominations and ambassador roles, the World Bank fosters a deeper sense of ownership and purpose for employees. The combination of choice, engagement events, and peer leadership creates a program that is both impactful and inspiring.

Case Study

From Seed to Plate Event

A supply chain company partnered with Global Impact and Feed My Starving Children to host *From Seed to Plate*, an interactive event celebrating National Hispanic Heritage Month. Organized with the support of their company's Latinx Employee Resource Group (ERG), the event spotlighted critical hunger issues across Latin and South America. Through storytelling, interactive activities, and cultural connections, employees learned about Feed My Starving Children's hunger relief efforts and the company's global food waste prevention innovations, creating a powerful narrative of shared values and impact.

This event illustrates how companies and nonprofits can work together to infuse workplace giving programs with engaging and meaningful content that resonates with employees' beliefs and values. By connecting the corporate mission with an urgent cause and incorporating diversity and inclusion goals, *From Seed to Plate* fostered a sense of purpose and alignment among employees.

Global Impact TOOLS

Blog Posts:

Four ways to boost employee volunteering and giving through ERGs

Case Study:

Growing campaign success by empowering and training employees

Custom Infographic:

We can create a customized impact infographic to help you visualize the results of your employee giving program with employees, customers, and partners.

What about Employee Resource Groups?

Employee Resource Groups (ERGs) represent ready-made communities of employees united by shared experiences, interests, and values. Because ERG members already collaborate around common interests and identities, they're ideally positioned to champion causes that resonate with their communities. This alignment between personal values and charitable giving creates a powerful foundation for increased participation in workplace giving programs.

Global Impact is here to engage ERGs and inspire staff. Take advantage of our turnkey events, donate to one of our Cause Funds, or reach out to learn more about how we can create a free employee engagement event for your ERG.

Recommendation **FOUR**

Create a flexible workplace volunteer program.

69% of respondents say volunteering for a charity or nonprofit organization has a great impact to inspire change.

By offering both giving and volunteering channels for engagement, you can meet employees where they are and maximize participation in your corporate social impact programs. Employees who feel empowered to contribute in their preferred way are more likely to engage meaningfully with your program. No matter what your workplace looks like, there are ways to structure volunteer offerings that fit your needs.

STRATEGIES TO CONSIDER

- **Paid volunteer time off**
- **Company-wide service days**
- **Team-based volunteer opportunities**
- **Matching gifts for both monetary donations and volunteer hours**
- **Employee-driven volunteer initiatives**

The key is creating a program that adapts to your workplace culture while giving employees the freedom to serve in ways that resonate with them personally. This is important to keep in mind when designing your programs. It is common for companies to restrict volunteerism benefits to causes that align with their strategic philanthropic goals and pre-determined causes. If you are looking to optimize engagement, this may prove to be a challenge and decrease engagement. Consider if there are aspects of your volunteerism program that can be more open and flexible. For example, offer paid volunteer time off versus a Dollars for Doers or a matching gift program. Offer other outlets for employees to volunteer, such as through their employee resource group, that may produce greater alignment with interests.

Case Study

Microsoft's Micro-Volunteering

This year, Microsoft encouraged nonprofit partners to offer micro-volunteering opportunities as part of their annual Giving Campaign. The company then actively promoted these opportunities to employees, prioritizing time for staff and teams to engage in small, flexible volunteer activities. To further incentivize participation in volunteerism, Microsoft offers a volunteer time match of \$25 per hour.

This approach is an excellent example of expanding personal choice and fostering personal connections in workplace engagement. By allowing employees to select volunteer opportunities that matched their own interests and passions, Microsoft achieved impressive turnout. This engagement is also likely to impact fundraising outcomes, as employees may feel more inclined to donate to the nonprofits where they volunteered, building on the impact of both the volunteer grants and the personal connections formed.

Case Study

Empowering Employees through Flexible Volunteering with Save the Children

Save the Children provides an outstanding example of how charities can help companies build flexible and meaningful volunteer programs that deliver true impact. With a suite of turnkey offerings and custom event options, Save the Children caters to diverse employee interests and workplace setups across the globe. Their Corporate Volunteer Framework organizes activities into learning, acting, and mobilizing, offering both scalable and skills-based projects that can be virtual and/or in-person. Save the Children's global presence ensures companies can engage employees in meaningful ways, connecting them to issues they care about both locally and internationally. Their Key Moments Calendar aligns campaigns with both corporate milestones and employee passions, offering opportunities like a virtual Journey With Us in recognition of International Children's Day, packing education kits for World Literacy Day, or writing letters for World Humanitarian Day.

This adaptable approach empowers employees to engage in ways that resonate personally, going beyond restrictive, pre-determined philanthropic goals. Employees can engage in these activities through Employee Resource Groups or individual teams, with options tailored to local and global needs. Save the Children's flexibility complements programs like paid volunteer time off, workplace giving campaigns, custom team-building events, and more. By partnering with nonprofits like Save the Children, companies can build a more inclusive and engaging workplace culture, allowing employees to contribute authentically while still achieving meaningful social impact at a global scale.

Global Impact TOOLS

Blog Posts:

Effortless employee engagement: A simple solution for social impact events

Four ways to boost employee volunteering and giving through ERGs

Giving thanks by giving back: Volunteers unite to help relieve food insecurity

Inspiring change together: How the IRC and companies co-create meaningful employee giving experiences

Team up against hunger: Inspiring your employees to pack meals for kids in need

A 15-minute activity to inspire your employees to give to kids in need

Employee Giving Hub:

Access resources to support your volunteer program and employee engagement tools.

Need volunteer opportunity ideas?

*Our Give Global Blog regularly features engagement offerings from leading international charities with suggestions on best practices. Consider **signing up** for Greater Giving Weekly so you don't miss the latest pieces.*

Recommendation **FIVE**

Integrate nonprofits in your employee giving program.

43% of employees hesitate to give when they lack awareness about nonprofit missions, goals, or programming.

The knowledge gap about nonprofit impact creates a significant barrier to workplace giving. When employees can't clearly see where their money goes or understand how it makes a difference, they naturally hesitate to participate.

Direct exposure to nonprofits transforms this dynamic. When charities share their expertise and impact stories firsthand and have the information to properly acknowledge and communicate with employee donors, employees gain the confidence to give. They move from abstract understanding to concrete knowledge about how their donations create change. The end nonprofit recipient of your employee giving program is one of the most forgotten stakeholders to your program.

By creating bridges between these organizations and your employees, you leverage existing expertise to strengthen your giving program.

STRATEGIES TO CONSIDER

DIRECT ENGAGEMENT

- Host nonprofit speakers at company events
- Facilitate department-level charity presentations
- Support employee-initiated nonprofit connections
- Create opportunities for small-group interactions with charities, including with Employee Resource Groups and other employee-led initiatives

IMPACT COMMUNICATION

- Share concrete examples of how donations translate into action
- Leverage charities' existing content and stories
- Provide specific examples to show what workplace giving can accomplish
- Inform charitable partners about the structure and details of your workplace giving program, so they can properly connect with your employees in their communications

EMPLOYEE EMPOWERMENT

- Support employee-selected charity events
- Offer matching gifts for employee-initiated nonprofit partnerships
- Help employees connect with organizations they care about
- Enable small-group or department-level charitable events

Start small by committing to a few strategic nonprofit engagements this year. Charities are natural storytellers and subject matter experts — their participation can transform your giving program without requiring extensive resources from your team.

Case Study

IMF's Giving Together Campaign Incorporates Nonprofits

The International Monetary Fund's (IMF) Annual Giving Campaign Charity Fair, part of their Giving Together giving program, is a standout example of integrating nonprofits into workplace giving. The event welcomes dozens of charities to IMF headquarters, including Global Impact Charity Alliance members UNICEF USA and Save the Children. Charities share their missions, engage directly with IMF staff, and answer questions about their work.

Kickoff events like these are compelling examples for companies looking to enhance employee understanding of nonprofit work and corporate giving programs. By providing a platform for charities to share their impact, the IMF bridges the gap between employees and the causes they support.

Case Study

Deepening Employee Connection through Engagement with the International Rescue Committee

The International Rescue Committee (the IRC) demonstrates how direct nonprofit involvement in workplace giving campaigns can transform employee engagement. Through their active participation in corporate giving programs, the IRC helps bridge the knowledge gap between employees and their humanitarian impact, turning abstract charitable concepts into tangible, meaningful action.

The IRC works with companies to create multiple touchpoints for employees. In one recent workplace giving campaign, the IRC leveraged their regional office to establish a strong local presence at a company's headquarters. They organized hands-on activities like kit packing sessions and had IRC leadership speak at the company's campaign event. For other corporate partners, they've hosted learning sessions, created interactive events that help employees learn about the different areas of their work, supported custom year-end giving campaigns, and offered engaging virtual volunteer activities.

All of this direct exposure helps employees understand exactly how their donations will translate into real-world impact. When employees interact with IRC staff, ask questions, and see firsthand how their support makes a difference, they gain the confidence to give. Collaborate with nonprofit organizations like the IRC to transform your giving program from a transactional ask into deeply engaging opportunities for employees to understand and participate in meaningful change.

Global Impact TOOLS

Blog Posts:

Unlocking the power of employee engagement – key insights from our recent webinar

The power of convening leading nonprofits

Resource:

Our list of **Employee Engagement Opportunities** has a variety of activities, volunteer offerings, one-off event ideas, and more to help you leverage nonprofit work in your program.

Call to Action

Charities struggle with the available reporting on the technology platforms that run your employee giving programs and are often overlooked when they speak out because they are not the primary clients of these platforms. Use your voice to help improve the experience of nonprofit organizations! This can ensure that they have the data they need to build trust with your employees and create internal efficiencies so more dollars can truly be put to work toward the mission. How? Ask your nonprofit partners about their experience on your platform and what changes would help improve it — then share with your provider.

Recommendation **SIX**

Activate your workplace giving program during emergencies to meet employees' natural desire to help.

88% of respondents felt that crisis messaging gave good reasons to donate.

Donors respond to urgency. When people witness emergency situations through news coverage and social media, they feel an immediate impulse to help — whether it's a natural disaster, humanitarian crisis, or local emergency. This emotional connection to current events creates a unique opportunity for workplace giving programs.

By not engaging during these moments, companies miss a crucial chance to not only facilitate much-needed emergency funds, but also to strengthen their overall giving programs. Crisis response can serve as an entry point for employees who haven't previously participated in workplace giving. Once engaged through emergency response, these employees often become more receptive to ongoing giving opportunities. Additionally, companies that respond effectively during crises demonstrate their values in action, building employee trust and engagement.

When it comes to disasters or crises, it's not a matter of if, but when the next will occur.

STRATEGIES TO CONSIDER

- **Launch an immediate response.** Connect employees with vetted responding organizations in case employees want to give and remind them that they can donate to these charities through your existing workplace program. You can also consider promoting pre-built crisis response funds from trusted partners like Global Impact.
- **Enhance incentives.** You can offer a special matching gift ratio during times of crisis, or consider matching group gifts or repeat gifts if working with a smaller budget. Create time-limited matching campaigns if you don't offer a matching gift program year-round.
- **Engage nonprofits.** Share real-time updates about crisis response efforts, host speakers from responding organizations, and provide concrete examples of how donations can help.

By responding promptly to emergencies through your giving program, you not only support critical humanitarian needs but also engage employees when they're most motivated to give.

Case Study

Americares as a Response Partner

Americares collaborates with corporate partners to empower employees to respond during crises. Initiatives like emergency project launches on pay-direct campaigns, custom microsites for corporate partners, and matching gift programs enable employees to directly contribute to urgent causes, fostering connection and impact.

Their most engaged partners stay informed about Americares' relief efforts and proactively plan workplace campaigns before emergencies occur. By being prepared and aligned with Americares, companies can quickly activate campaigns during crises, driving employee participation, fostering a sense of purpose, and building corporate goodwill.

Americares provides tools and support, such as monthly updates, information sessions, and joint opportunities like volunteer activities or custom campaigns, making it easier for companies to create meaningful engagement programs. These collaborations not only meet employees' desire to help during critical moments but also reinforce a company's commitment to social impact. By partnering with organizations like Americares, companies can activate workplace giving campaigns with speed and clarity, ensuring both readiness and an inspiring message of collective action.

Global Impact TOOLS

Blog Posts:

Become a partner in disaster relief with Americares

Empower your workforce during disaster season with Direct Relief

Champion disaster relief charities through your workplace

Case Study:

Mobilizing compassion during the Ukraine crisis

Employee Giving Hub:

Access resources to support your messaging and share real time updates with employees.

Global Impact's Emergency Fundraising

*In a disaster or crisis, launching a swift response can be challenging. Global Impact handles the legwork by vetting trusted charities and establishing **emergency funds** for major crises both at home and abroad. Mobilize your workforce quickly by sharing these funds, available on workplace giving platforms like Benevity and YourCause, to meet potential employee interest.*

Looking for a custom solution? We offer tailor-made emergency funds with end-to-end support, including matching gift facilitation and marketing assistance, ensuring your campaign engages employees and amplifies their impact. Together, we can respond to emergencies with speed and purpose.

Recommendation **SEVEN**

Establish your Employee Assistance Funds to create a meaningful impact in your own workplace community.

78% of respondents believe directly giving to those in need has the most power to create change.

People want to feel connected, and they want to feel that personal tie between their giving and the people that involvement is going to support. Donors are increasingly shifting away from giving to formal 501(c)(3)s and moving towards areas of non-traditional, peer-to-peer giving.

Employee Assistance Funds (EAFs) represent philanthropy at its most immediate and tangible level.

Unlike traditional charitable giving, EAFs create a direct connection between donors and recipients, because they're part of the same company community. This closeness transforms abstract charitable giving into concrete support for colleagues experiencing hardship. When employees can see their donations helping coworkers recover from natural disasters, overcome personal emergencies, or face unexpected challenges, it fulfills their desire for direct impact.

What is an Employee Assistance Fund?

An EAF is a program established by a company to support their employees through monetary assistance in times of disaster or personal hardship. Companies as well as everyday employees can make a donation to the fund to aid employees in need.

EAFs also strengthen workplace culture by demonstrating that the company community supports its members during difficult times. This creates a deeper sense of belonging and security among employees, knowing their workplace community stands ready to help in times of crisis.

STRATEGIES TO CONSIDER

- **Create and develop your program.** Ensure clear, accessible application processes and establish transparent criteria for assistance. You may also want to consider matching employee contributions to the fund.
- **Decide on a communication strategy.** Frame the EAF as an opportunity for direct impact. Highlight specific examples of how funds help colleagues by sharing success stories (while protecting privacy). Regularly report aggregate impact numbers to promote the fund internally and externally.
- **Engage employees regularly.** Emphasize the community aspect of the fund and celebrate collective impact achievements. You can connect contribution opportunities to specific needs, like emergencies.
- **Integrate your EAF with your employee giving program.** Include your EAF in your overall workplace giving strategy. You can also align it with other emergency response efforts—consider special matching campaigns during crises. Be sure you're coordinating with HR for comprehensive support during emergencies that affect staff company-wide.

Case Study

Employee Donations to HP's EAF

HP's Employee Relief Fund exemplifies how companies can create meaningful impact through Employee Assistance Funds. Through their innovative fund structure, HP enables employees to support colleagues experiencing hardship, with the company matching donations up to \$5,000 per employee. Hosted on the Benevity platform, the program is featured in internal communications, particularly during their annual Relief Month campaign. This offering is strategically integrated with HP Foundation's broader disaster and humanitarian efforts, in which employees engage in a comprehensive approach to community support through nonprofit donations, local volunteering, disaster preparedness education, and more.

This serves as an outstanding model for companies seeking to enhance employee engagement and foster a culture of care. The matching component demonstrates corporate commitment while amplifying employee contributions; the online giving option provides a user-friendly, transparent giving experience; and the integration with broader corporate social responsibility initiatives creates a cohesive narrative around community support. Peer-to-peer giving programs such as this one can strengthen your brand, boost employee morale, and create tangible social impact.

Global Impact TOOLS

If you don't currently offer an EAF, Global Impact can help you set up and administer a program for your workplace, customizing the program to make sure it's the right fit for you. [Learn more on our website.](#)

Blog Posts:

[Supporting Employees After a Hurricane – Corporate Commitment Through Global Impact's Employee Assistance Program](#)

[Empowering workforces – Insights from our 2024 EAP survey](#)

Case Study:

[Caring for their People and Communities When it's Needed the Most](#)

“EAFs have evolved from a nice-to-have benefit to an essential pillar of workplace support. These programs deliver immediate financial aid while creating powerful peer-giving networks that strengthen organizational culture. Through customized EAF solutions, companies aren't just offering a safety net — they're investing in workforce resilience while advancing their broader social impact mission.”

Jacquelyn Londo

Director, Campaign Partnerships & Engagement, Global Impact

Next Steps

Ready to enhance your employee engagement strategy?

Contact Global Impact for a strategic consultation to assess your current program and identify opportunities for growth.

About Global Impact

Global Impact serves as a trusted philanthropy advisor, intermediary, and nonprofit partner for greater giving. We offer advisory and infrastructure services that drive strategic philanthropy for our nonprofit, public, and private sector clients. With nearly 70 years of experience, we have raised more than \$2.5 billion with our partners for global causes. Global Impact is a part of **Global Impact Ventures**, a family of mission-driven organizations serving all of philanthropy for a better world.



About Embold Research

Embold Research, the nonpartisan arm of Change Research, provides innovative public opinion insights to help leaders make informed decisions, build trust, and drive action. Using Dynamic Online Sampling, Embold's cutting-edge methodology ensures representative samples by reaching everyday people through digital platforms, bypassing the biases of traditional polling. By leveraging advanced data science and machine learning, we uncover connections in attitudes that go beyond partisanship, offering a deeper understanding of what unites diverse groups. With a focus on accessibility, our surveys are designed for modern communication habits, with over 70% of respondents completing them on mobile devices at their own pace. Embold's technology is particularly effective at engaging hard-to-reach and traditionally excluded populations, making us a trusted partner for clients seeking inclusive and actionable insights. We have conducted more than 2,000 polls for candidates, media, and causes, surveying over 3 million people throughout the U.S., since launching in 2017.

Methodology

Embold Research surveyed 2591 adults nationwide in the prospective donor universe from Aug. 15-19, 2024. We used the following sources to recruit respondents:

- targeted advertisements on Facebook and Instagram, as well as across the web via Facebook's ad platform (2106 respondents)
- text messages sent, via the Switchboard platform, to cell phone numbers listed on the voter file for individuals who qualified for the survey's sample universe, based on their voter file data (485 respondents)

Regardless of which source a respondent came from, they were directed to a survey hosted on SurveyMonkey's website.

Ads placed on social media targeted adults nationwide. As the survey fielded, Embold Research used dynamic online sampling: adjusting ad budgets, lowering budgets for ads targeting groups that were overrepresented, and raising budgets for ads targeting groups that were underrepresented, so that the final sample was roughly representative of the population across different groups. The survey was conducted in English.

The survey was commissioned by Global Impact. Post-stratification was performed on age, gender, education, census region, race/ethnicity, and the 2020 presidential vote. Weighting parameters were based on census data; that is, if x% of adults were women, then women would be weighted to x% of the sample.

The modeled margin of error* for this survey is 2.2%, which uses effective sample sizes** that adjust for the design effect of weighting. This research, like all public opinion research, does entail some additional unmeasured error.

**We adopt The Pew Research Center's convention for the term "modeled margin of error" (1) (mMOE) to indicate that our surveys are not simple random samples in the pure sense, similar to any survey that has either non-response bias or for which the general population was not invited at random. A common, if imperfect, convention for reporting survey results is to use a single, survey-level mMOE based on a normal approximation. This is a poor approximation for proportion estimates close to 0 or 1. However, it is a useful communication tool in many settings and is reasonable in places where the proportion of interest is close to 50%. We report this normal approximation for our surveys assuming a proportion estimate of 50%.*

*** The effective sample size adjusts for the weighting applied to respondents and is calculated using Kish's approximation (2).*

(1) <https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/>

(2) Kish, Leslie. Survey Sampling, 1965.a

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Click [here](#) to view the full methodology statement and survey questions.