

Corporate Social Responsibility Attracts Discerning Talent – Fact!



Research, commissioned by the Charities Aid Foundation, shows that 25% of job candidates will choose, by preference, to work for employers that have a strong ethic of donating to charity.

At a time, like now, when good candidates are in short supply companies are looking at any ways that can give them the edge when hiring

In a poll of over just over 1000 respondents, it was found that 26% made a conscious decision to move to companies with strong Corporate Social Responsibility policies. Out of that number, 30% were women, and 47% were younger candidates, aged 16 – 24. About 2 in 5 (39%) felt that supporters of good causes were more likely to be good employers, whilst almost half (45%) believed an employer who supported charities was likely to have better morale among their staff.

One way for employers to get involved with charitable donation is to allow their employees time off to offer volunteering skills to charitable bodies. About half of those surveyed thought that employers should be encouraged to

offer this type of leave facility. The Tory Party promised, in their manifesto over 2 years ago, that they would legislate to introduce three paid volunteering day's leave. This has not happened to date and has probably faded into obscurity as the whole Brexit issue has taken centre stage and needs resolving.

The Charities Aid Foundation provides help and assistance for employers wishing to become involved in charitable donation, and sets up schemes for 'Give As You Earn' payroll donation. They currently help about 2,500 employers, including most of the FTSE 100, with charity donation schemes of various types. Not only does such donation help the recipients, but can also give the employers an edge in finding, and retaining, valued employees.

A spokesperson for the Foundation has said that although most of the public are unaware of employers' charitable activities, the employers who do go along that route will find real benefit in publicising their schemes. The CAF encourages more employers to consider charitable involvement, and to regularly report such activity as part of their corporate social responsibility (CSR) commitment, pointing out that it is also a great way of attracting valuable potential employees.

Large organisations often have comprehensive CSR policies with multiple charities and causes being supported. They publicise their support as part of their brand strategy, knowing that it both attracts prospective employees and gains them greater market share against their competitors. These customers are amongst the most loyal and forgiving, they are willing to pay a premium for the products and services provided as they feel at least some of that extra revenue is being used to support good causes.

Charitable donations, of course, are tax deductible and so can be a cost efficient way to raise brand awareness and loyalty.

It can be argued that it is not really marketing with a 'conscience' but it is symbiotic as the charities that benefit are truly grateful.