

Good For Business

Community Involvement and Workplace Volunteerism Attract Employees



(NAPSA)—According to a recent Harris Interactive survey, corporate community involvement can be a factor when people decide where to work. The survey revealed that 72 percent of all employed Americans are likely to select an employer that supports charitable causes when choosing between two jobs with the same benefits, pay, location and responsibilities.

The study, which was commissioned by Deloitte & Touche USA LLP, also shows that 87 percent of Americans believe it is important for companies to offer volunteer activities to their employees. Seventy-three percent say that workplace volunteer opportunities help companies contribute to the well-being of communities.

A growing number of companies now see workplace volunteerism as a way to contribute to local communities, while fostering teamwork and developing leadership skills among those participating in company-sponsored projects.

At Deloitte, community involvement and workplace volunteerism is an expression of the firm's values and commitment to communities.

While workplace volunteerism is a year-round activity at Deloitte, the firm celebrates its culture of service and giving by encouraging its nearly 30,000 people nationwide to set aside work for an entire day to volunteer with nonprofit organizations in their communities.

Called IMPACT Day, Deloitte employees spend the day teaching in schools, cleaning parks and

painting community centers, among other activities. Through this effort Deloitte expects to donate approximately 240,000 hours to community service.

"The market for talent is competitive and a company's commitment to communities is a decision factor for many Americans," said James H. Quigley, CEO of Deloitte & Touche USA LLP. "We have found, both statistically and anecdotally, that people want to work for an organization that lives its values and gives them a reason to feel proud."

Other surveys on the general attitudes toward corporate community involvement support these findings. For instance, the 2001 Cone/Roper Corporate Citizenship Study found that 83 percent of Americans believe it is more important than ever for the companies they work for to support the needs of society.

"The Harris Interactive survey results confirm that people think corporate America has a responsibility to its communities and that employees appreciate the opportunity to contribute together," said Anne Rouse Sudduth, Deloitte's national director of community involvement. "Volunteering is a year round activity at Deloitte and IMPACT Day, in particular, is a celebration of our culture of service."

"Community involvement and workplace volunteerism are important to the development and growth of our people, and are unique ways we can enhance their work experience at Deloitte," added Quigley.