



Purpose *Heroes* Report:

Learn from the top purpose
programmes of 2022

Becoming a Purpose Hero

How top organisations leveraged company purpose in 2022

The relevance of corporate social responsibility has only grown, as **employees continue to hold employers to new standards by prioritising purpose at work.** In response, more and more companies are shifting the focus towards improving societal and environmental impact on a large scale in order to **further engage, attract and retain a more socially aware workforce.**

While corporate social responsibility (CSR) and environmental, social and governance (ESG) programmes have been around for decades, it's only recently that companies have taken their initiatives to the next level, pushing to bring purpose to life in a tangible way. With increasingly urgent calls for action ringing out from all sides, and from global forums such as the United Nations COP conference on climate change, every year **organisations are being asked to think bigger and brighter as they work to spread goodness from the inside out.**

So what can you, as an organisation, do to meet the moment? How can you build a purpose-driven programme that delivers on social impact, diversity and inclusion, and sustainability promises?

In this report, we highlight the hard work of our Purpose Heroes, our **top organisations who use their purpose as a tool for supporting positive change, engaging employees in worthwhile causes and, ultimately, making a positive impact.**

When a company is able to *infuse their organisation's mission* with purpose, everyone takes notice.

Not only is the public positively swayed by a clear sense of purpose, it also inspires employees to more deeply identify with the core values of their employer. Engaged employees are much more likely to contribute to company goodness efforts and stay involved at work.

This is crucial in today's world, as employees who say they live their purpose at work are six and half times more likely to report higher resilience, according to McKinsey & Company. And Benevity's Talent Retention Study found that companies see a 52% lower turnover rate among newer employees when they participate in purpose programmes.

Thus, company success comes down to imbuing purpose into the culture and enabling employees to feel like their work contributes to a greater force for good. And thanks to our Purpose Heroes, we have actionable examples of how to motivate employees to support our local communities through volunteering and giving.

With insights from the following organisations in 2022, we can start to understand **the most effective ways to build similarly successful programmes in 2023.**

Cognizant

SAP

Arm

Sodexo

Auto Trader

Medallia

Duck Creek Technologies

NatWest Group

Criteo

Avast

Read on to **discover how these organisations use company purpose to build impactful CSR campaigns.** With these models in mind, we can set ourselves up well to improve our own promise to make the world a better place.

Cognizant Outreach

With almost 400,000 employees across 41 countries, Cognizant's corporate purpose is to improve everyday life through the products they create, in the communities where they live and work and for the well-being of employees and associates. And this is exactly what their volunteer-led social impact programme, Outreach, aims to do. The programme has two main focus areas: Inclusion in Tech and Community Impact.

Purpose Hero



Padmasini Dayananda

Industry

Tech

Employee count

400,000

Programme mission

Before 2007, Cognizant associates were already working hard to contribute to their local communities. When stories of these efforts bubbled up to leadership, the team realised it was the right moment to provide support and a platform to augment the company's contributions - and this is how Outreach came to be. According to Padmasini Dayananda, Cognizant's Global Head of ESG Outreach, it is this marrying of market needs, business needs and purpose that guides the company towards building a successful programme.



Results

Thanks to their grassroots start, Cognizant leaders already had a strong handle on what triggers employee passion and insight into what kind of support their markets required. But they saw a gap emerge in their approach to the company's organisational needs. This is when they discovered the evolving business needs that a strong corporate social responsibility programme can tackle, including challenges related to talent attraction and retention, diversity and inclusion and more.

[Read the full story.](#)

11%

higher retention
among volunteers

41

countries
across the world

4.2M

**volunteering
hours**
completed so far



SAP

Spring Into Service

At SAP, their corporate social responsibility strategy is focused on three areas: building digital skills, accelerating social business and collaborating on sustainability. Engaging employees in purposeful, impactful activities is foundational to bringing this strategy to life. Their goal has always been to offer employees a wide spectrum of opportunities that balance support for their signature CSR programmes and partnerships, while also enabling and empowering employees to contribute to the causes that matter to them.

Purpose Hero



Erin LaBarge

Industry

Tech

Employee count

100,000

Programme mission

SAP’s CSR team launched an initiative known as Spring Into Service to help meet an authentic interest they were seeing from employees across the United States and Canada to make an impact in their local communities throughout the year. The initiative amplifies the message to employees that they are empowered to lean on SAP support to volunteer with the causes and nonprofits that matter to them.



Results



The initiative has proved to be a huge success, enabling 270,000 hours of employee learning and showcasing that awareness-building can be a powerful motivator when it comes to connecting employees with purpose.

SAP has since evolved this into an all-year initiative now known as Moments of Service.

[Read the full story.](#)

270,000

hours
of employee
learning

100,000

employees
engaged in
purposeful
activity



Arm

Team Arm

arm

With over 6,000 employees, Arm is a technology company based in Cambridge, England, with a global reach. The mission of Arm's employee community engagement programme, Team Arm, aligns with the company's goal to "drive positive change for people and planet" by being "the architects of technology for tomorrow". Using the United Nations sustainable development goals (SDGs) as guidance, the programme is built on three pillars: Close the digital divide, decarbonise computing and engage employees.

Purpose Hero



Anna Malan

Industry

Tech

Employee count

6,000+

Programme mission

After recognising an increase in employee interest in philanthropic initiatives, Arm made a substantial investment to grow Team Arm in 2016. The company scaled the programme across all of their 50 global offices to better connect with employees and help support the SDGs. To increase the programme's chances of widespread adoption, Team Arm took a two-pronged approach, offering company-wide and individual opportunities to give back.



Results

arm

While strategic initiatives help Arm make progress towards the SDGs and resolve industry-wide issues that directly impact the organisation - like a shortage of STEM talent or digital inequality - the focus on individuals helps build employee goodwill. The company established a network of Team Arm Champions to roll out the programme globally and ensure their initiatives resonate.

[Read the full story.](#)

88%

of volunteers

say they experience an increased sense of pride in the company

1,250

Micro-Actions

completed over two weeks

500+

employees

volunteering for UNICEF



Sodexo



Stop Hunger Foundation

Founded in 1966, Sodexo now has over 400,000 employees across the globe. At the beginning, their key concern was improving quality-of-life services. This mission has since expanded towards making each day better so everyone can build a better life – whilst working towards a wider socioeconomic and environmental impact. As a food service company and a family-owned business, Sodexo aims to end global hunger and combat malnutrition with the Stop Hunger Foundation.

Purpose Hero



Angela Halliday

Industry

Hospitality

Employee count

400,000

Programme mission

Strongly aware of Sodexo's potential to do good, the company has developed a successful employee engagement strategy. They've implemented a number of tactics that support their employees to live their values through their day-to-day jobs and in support of their local community. This includes offering three days of paid volunteer time off to every employee each year, leveraging programme champions and putting in place strong communication methods to reach people everywhere.



Results



Angela Halliday, Sodexo's Director of Social Impact for the United Kingdom and Ireland, is proud of how colleagues continue to develop and build effective volunteering and giving programmes aimed at not just supporting their communities but upholding the values of employees. Thanks to their efforts since 1996, Sodexo has combatted food poverty in 53 countries by raising \$34.5 million towards fighting child hunger.

[Read the full story.](#)

53

countries

combatting food poverty around the world

\$34.5M

raised

towards fighting child hunger

3 days

of paid volunteer time off each year
for employees



Auto Trader

Make a Difference guild

With roughly 1,000 employees, Auto Trader is headquartered in Manchester, England, with smaller offices in London and Dublin and remote workers dotted around the U.K. As a whole, their company purpose is, "To drive change together, responsibly", and they approach their environmental, social and governance strategy through three main pillars: Diversity and inclusion (D&I), community and charitable work (their Make a Difference guild), and environment and sustainability.

Purpose Hero



Helen Robinson

Industry

Automotive

Employee count

1,000

Programme mission

Auto Trader's employee-led networks, or guilds, are a space where anyone at the company can belong and be a force for change. From D&I to well-being to their Make a Difference guild, this bottom-up strategy gives all Auto Trader employees the opportunity to have a voice when it comes to doing good. Their top priority while building their corporate social responsibility programme has been to provide equal opportunities for all employees to use their allowance of volunteering days to support causes that are close to home.



Results

Auto Trader connects employees with organisations in their regions, ensuring that their dispersed teams can take part in volunteering opportunities based on their location, preferred causes and skills. With the launch of Auto Trader's volunteering programme, 19% of the company took a volunteering day last year – and this year they're confident they will reach their goal of 50% involvement.

[Read the full story.](#)

3

offices

in Manchester, England; London and Dublin

19%

of employees

volunteering in the first year

50%

of employees

expected to volunteer in the second year



Medallia

Medallia.org

Medallia

At Medallia, their corporate mission is to value every person and every experience. For their corporate social responsibility arm, Medallia.org, this is taken a step further with a particular focus on supporting marginalised communities by partnering with mission-driven nonprofits serving the most vulnerable. This global programme works to provide support to underrepresented communities most impacted by climate change, the mental health crisis and the opportunity divide.

Purpose Hero



Heather Jin

Industry

Tech

Employee count

2,500+

Programme mission

Starting as a grassroots initiative, Medallia's programme was originally conceived by a small group of passionate Medallians. With the goal of amplifying the good that was organically cropping up around the company, Medallia decided to scale these grassroots efforts into a company-wide programme - all with the hope of maintaining the heart and passion that originally drove their employee-led initiative.



Results

Medallia

Through their 2022 Global Impact Report, Medallia found there was an increase in all Voice of Medallia employee engagement survey drivers from volunteers versus all employees - including a statistically significant 10% increase in belonging. They also found that volunteering is positively related to higher engagement and retention in Medallia across location, gender, race and management level, and that Benevity users are less likely to depart Medallia.

60%

increase
in employee
volunteerism

111%

increase
in fundraising

10%

increase
in belonging

32%

decrease
in departing
employees



Duck Creek Technologies

Duck Creek Gives Back



With almost 1,800 employees around the world, Duck Creek Technologies is a remote-first company who is committed to diversity, equity and inclusion as a community of one – One Duck Creek. Duck Creek’s corporate purpose is to add value and ease to the lives of their stakeholders. As leaders in technology and insurance, this overall mission of betterment is always tied to their corporate social responsibility initiatives, which include programmes related to STEM, education, gender equality and disaster relief.

Purpose Hero



Sage Milton

Industry

Tech

Employee count

1,800

Programme mission

Before the COVID-19 pandemic, the Duck Creek Gives Back programme was an in-person way of connecting employees through team-building exercises and acts of goodness. But when the pandemic hit, they saw the need to shift. Without a physical space for employees to contribute their time and resources to worthy causes, Duck Creek wanted to create a virtual space – to mirror their new working environment – and encourage participation from all employees.



Results

With the help of a CSR platform, Duck Creek is able to offer their international teams personalised activities based on their location and personal preferences. Not only that, but they're also able to offer remote opportunities in the form of skills-based volunteering to encourage employees to lend their time to causes they care about within a remote environment.

[Read the full story.](#)

855

volunteer hours
over seven months

\$30,000

donated
to Ukraine relief
organisations

50

**permanent
placement bags**
created for
previously
homeless
individuals



NatWest Group

Transitioning to NetZero

NatWest Group is a British banking and insurance holding company operating a wide variety of banking brands. At NatWest, the core mission is to help employees embed sustainability into their home and work lives. They support this initiative in a number of ways, including forming part of the Sustainable Futures Global Network, a network of 3,000 people who look to drive sustainability forward within their own organisations.

Purpose Hero



Daniel Gibbs

Industry

Banking

Employee count

60,000

Programme mission

The NatWest Group team use a number of strategies in order to achieve their goal of embedding sustainability into the lives of employees. These include:

- Making a top-down strategy more meaningful to people across the business.
- Creating a bottom-up strategy around sustainability.
- Forging a personal connection with employees so that they feel inspired to calculate their day-to-day carbon footprint and share results with friends and family.



Results

Thanks to the 60,000 people at NatWest, the organisation is able to make a huge impact when their people make really small changes to their day-to-day lives. But what the NatWest Group team are particularly interested in is the indirect impact that this sort of work creates – which was not what they anticipated. In fact, they were happy to see how their efforts have helped to connect the personal and professional lives of their employees in a positive way.

128,000
kilograms
of carbon saved

4M
litres of water
saved
with a
commitment to
save 15 million
more

20,000
pieces of plastic
not used



Criteo

Impact Week



With 3,000 employees worldwide, Criteo is a tech company that links publishers and advertisers through an advanced artificial intelligence solution. "Criteo cares in everything that we do," is the motto that underpins Criteo's employee engagement programme. It unites all of the company's internal stakeholders and is also reflected in Criteo's relationship with their clients, investors and partners - always with a desire to do the right thing.

Purpose Hero



Justine Tabarin

Industry

Tech

Participation

3,000

Campaign mission

The Criteo Cares corporate social responsibility strategy is based on three pillars: environment; diversity, equity and inclusion; and education. These pillars are embodied in seven communities or Employee Resource Groups made up of and led by employees who have chosen to take time out of their working lives to highlight these issues. This year, Criteo launched their first international Impact Week in which employees collaborated with local associations, and their internal Green Community ERG.



Results



Criteo mobilised nearly 500 people to participate in their first Impact Week, which included massive beach and city litter pick-ups. In parallel, they generated engagement around the topic of climate change by organising several awareness-raising and training sessions on topics such as recycling and fast fashion. They were happy to see over 150 people joined their Green Community ERG over the two months following the initiative.

[Read the full story here.](#)

500

employees
participating

8

**cleanups in the
major cities**
where Criteo has
offices

18,000

cigarette butts
and several
hundred kilos of
waste collected



Avast

Be safe online



Now with nearly 2,000 employees, Avast was founded as a small, family organisation but has rapidly grown into a global corporation. Their overall mission as a company is to advance digital freedom and citizenship, which they approach in a number of ways. As a corporate foundation, Avast provides support to partners by seeking out organisations that are embedded within their local communities and asking them to co-design what kind of support they would benefit from.

Purpose Hero



Julia Szymańska

Industry

Tech

Employee count

2,000

Programme mission

Born from a grassroots desire to educate children on how to practice safe habits online, Avast's dedication to this mission was first brought to life through Julia Szymańska's Be Safe Online project. Following the success of this initiative, they decided to commit more time and resources to establishing an employee engagement programme that would fulfill their corporate purpose of spreading digital freedom and citizenship around the world.



Results

Julia and her team worked with Avast's employee resource groups to build campaigns that would be inspiring for each specific region. They regularly ran surveys, inviting staff to give feedback. They also asked team members to nominate organisations to support, which helped the company to create a database of relevant activities and organisations around the world. This was helpful when bringing all of this work together into one online space with the launch of their corporate social responsibility platform.

[Read the full story here.](#)

500

sign-ups

in the first week
after launch

40%

of employees

registered within
the first two
months of
launching

400

volunteering hours

in first four months of
the campaign



Spread *your purpose* to all

What these top campaigns demonstrate is that corporate social responsibility efforts are not only effective, they're attainable. And by planning your campaigns today, you could become a Purpose Hero yourself.

To help get you started, here are our key takeaways from the work of our Purpose Heroes:

- **Empower your employees.** Give employees ways to lead the charge in causes they wish to support. This approach enables employees to apply their passion to the company's efforts, bringing more meaning to work.
- **Connect with Employee Resource Groups (ERGs).** Build a culture that is dedicated to diversity, equity, inclusion and belonging. The presence and support of ERGs demonstrates an employer's commitment to creating and sustaining positive change.
- **Encouraging giving year-round with specific awareness days.** Business leaders can and should use awareness dates like Black History Month, International Women's Day, Pride, Movember and more as opportunities to get employees involved.
- **Keep up communication throughout the campaign.** Internal communication is key when it comes to inspiring participation. Make it easy for your employees to participate with clear communication coming from the C-level so everyone takes your efforts seriously.
- **Measure and celebrate success.** Understand exactly how well your campaigns perform by accurately tracking and reporting on their success - this can be done with the help of a CSR platform. Then make sure to celebrate what you're able to achieve together!
- **Improve organisation, communication, and reporting with a CSR platform.** Building an effective CSR campaign is a lot of work. Save yourself time by using a CSR platform to manage your campaigns, connect employees over their efforts and track your success just like our Purpose Heroes.

Are you ready to apply these learnings to your CSR strategies? The more time you give yourself to plan, the better your campaigns will run. So we encourage you to start setting your company volunteering and giving intentions today!



Ready to *start
planning* your
purpose campaigns?
We're here to help.

[Request A Demo](#)

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