

Shining a light on Financial Wellness and Workplace Giving

Why Financial Wellness and Workplace Giving initiatives are critical components of Corporate Social Responsibility (CSR) and Diversity, Equity & Inclusion (DEI) programmes.



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Introduction

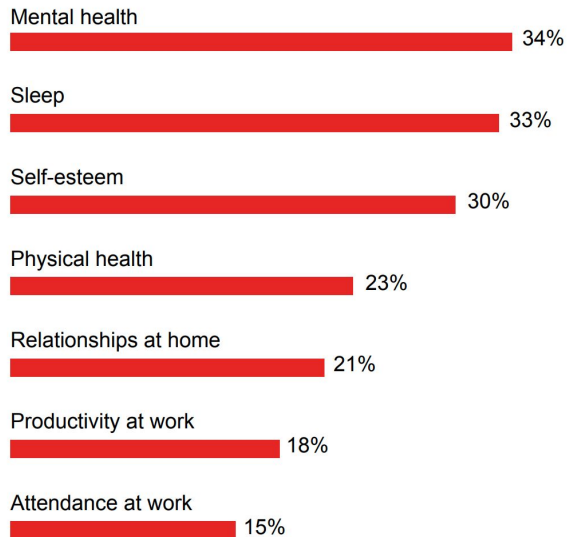
Last year, Americans donated over \$484 billion to nonprofit organizations - a 4% increase from 2020. Of these donations, Individuals gave over three times as much as all foundations combined, representing 67% of all charitable giving and demonstrating the impact individuals can make on the underserved areas of our society (National Philanthropic Trust, 2021).

While the tremendous amount given to charity is undoubtedly heartwarming, 2022 presents people with a fresh set of tenuous economic conditions. Many countries report multi-decade highs in inflation (the rate of increase in prices), including the US, where inflation hit 9.1% in June - the fastest pace since 1981. This inflation means that the average hourly wage in the US was 3.6% lower in June 2022 compared to 12 months earlier, resulting in many US employees feeling pressured to meet their day-to-day financial needs (BBC News, 2022).

PwC's Employee Financial Wellness Survey states that 2-out-of-5 full-time employees said their top financial pressure is that everything costs more these days. 56% of employees are stressed about their finances, the impacts of which run deep, such as worse mental health, higher costs for employers, lower charitable donations for nonprofits and decreasing productivity for the wider economy (PwC, 2022).

Personal financial issues impact employees physically, emotionally, mentally and socially

Employees say that financial stress/money worries in the past year have had a severe or major impact on their.. .



<https://www.pwc.com/us/en/services/consulting/business-transformation/library/assets/pwc-2022-employee-financial-wellness-survey-results.pdf>

An area that needs highlighting is the role of the workplace in supporting employees' Financial Wellness to reduce these rising levels of finance-induced stress while simultaneously supporting high levels of individual charitable donations (as experienced in 2020). Promoting diversity, equity and inclusion also need to be a central aspect of any organisation's culture - companies in the top quartile of gender diversity on executive teams were 25% more likely to experience above-average profitability than peer companies (Hunt et al., 2020). So, as the labor

So, as the labor market in the US has remained buoyant and to ensure continued success, organizations need to look for ways to gain a competitive advantage in attracting and retaining qualified employees.

Employees are looking for jobs that offer more than just paid time off and health insurance as compensation packages - this is where strong organisational CSR and DEI programmes shine through.

Implementing a CSR programme that encourages employees to donate to causes they care about is an ever-important element of any organisation. In 2020, 37% of professionals took advantage of workplace giving programmes, with most saying they were motivated by the opportunity to donate to specific causes they care about (Deloitte, 2021). There is also evidence that philanthropic spending boosts emotional well-being and happiness levels meaning Workplaces can support improving their employees' mental well-being through Workplace Giving initiatives (Dunn et al., 2008). At the same time, DEI programmes are essential to building an engaged workforce. Organisations with effective DEI initiatives are more likely to have employees with increased job satisfaction and higher levels of trust while being more engaged (Hofhuis, 2016).

In summary, implementing a CSR and DEI programme that effectively balances the needs of people, the planet and profit have never been more important.

In this report

This report will highlight the importance of Financial Wellness and Workplace Giving initiatives in an organization's CSR and DEI programme by outlining the benefits these initiatives can deliver to employers, employees, nonprofit organizations and wider society. In addition, it will highlight the variety of tools available to support financial wellness or workplace giving initiatives, alongside some tips on implementing an effective initiative in your organization.

It will become clear that implementing Workplace Giving, and Financial Wellness initiatives in tandem is complex and, at times, may seem counterintuitive. Yet, there are tremendous benefits available to employers and employees (especially in the face of rising economic pressures). Luckily, organizations exist to support workplaces to adopt Workplace Giving and Financial Wellness initiatives into their CSR and DEI programmes - a great example being Positive Finance!

Positive Finance allows employees to set regular deposits or can use a smart deposit feature that calculates the amount they can save based on their bank transactions. In both cases, employees grow their savings effortlessly - promoting financial wellness in tandem with giving. It's called the "save for good®" approach and operates like a modern piggy bank for giving. Positive Finance also ensures your donated dollars go as far as possible with cost-efficient donation alternatives, channelling individuals' donations to charities in full. And through their partnership with Impact Atlas, Positive Finance enables complete transparency on how donated dollars are used and the impact they have.



Definitions

Workplace Giving...

is programmes/initiatives between employers, employees and nonprofit organizations allowing individuals to make donations through their place of work.

Financial Wellness...

is known by many names (like financial health, literacy, wellbeing, confidence or resilience) but put simply, it's about an individual having a good relationship with their money.

Financial Wellness Programmes...

are initiatives set up by employers to help employees reduce money-related stress, help them budget better, and increase their asset-building finances. Programs typically offer budgeting, savings account growth, retirement planning and debt management/reduction courses.

CSR...

is a business model that helps a company be socially accountable to itself, its stakeholders, and the public. By practicing corporate social responsibility, companies can be conscious of their impact on all aspects of society, including economic, social, and environmental.

DEI...

Diversity is the presence of differences within a given setting. Equity ensures that processes and programs are impartial, fair and provide equal possible outcomes for every individual. Inclusion is the practice of ensuring that people feel a sense of belonging in the workplace.



Section 1

Financial Wellness

1.1

Why should organizations have a Financial Wellness initiative?

Benefit for Employees:

A lack of financial wellness can drastically impact employees' mental well-being. A report from PwC highlights that among financially-stressed employees, 49% state that money worries had a severe or significant impact on their mental health over 2021-2022, compared to 15% of employees not stressed by their finances.

Financially-stressed employees are three-time as likely to feel a big negative impact from money worries. Given the connection between financial wellness and mental health, employers should consider offering financial wellness coaching alongside mental health resources to break the adverse impact money worries can have on employees' mental well-being.

Benefits for Businesses:

Employees with poor financial wellness are more likely to seek a new job. Employee rationale for changing jobs has shifted this year. Over a quarter of employees who changed jobs last year did so for nonmonetary workplace benefits - only 38% cited more money as their reason for changing jobs.

Today, among the 29% of employees looking for a new job, 65% cite money as their primary reason (PwC, 2022). Businesses face high costs from employee turnover - including recruiting and training, plus the loss of institutional knowledge.

Employers should care about employee financial well-being by promoting initiatives that support employees' financial wellness and furthering their money.

Benefit for Nonprofits:

Individuals with enhanced financial wellness are more confident in their current and future budgets, meaning an enhanced ability to donate from a financial or non-financial perspective (i.e., through cash donations or via volunteering).

Maintaining strong financial wellness means better connections with organizations and communities close to individuals' hearts. Building these relationships is key to allowing donors and nonprofits to grow from a financial perspective together, as it means nonprofits can help support the provision of affordable donations.

It doesn't serve the nonprofit nor the donor to request large donations during periods where these donations aren't viable. Enhanced connections and strong relationships between donors and nonprofits mean better alignment - allowing for simultaneous growth.

Benefit for Society:

The broader economy benefits from individuals having a future focus on their money. When people budget and set aside money, they can invest this in businesses that boost productive parts of the economy. This enhanced productivity means a return on investment for society through taxation, which governments can use to support communities.

In contrast, financial stress significantly impacts the productivity of businesses' workforce. Reports suggest that poor financial wellness costs the United Kingdom's economy £121 billion and 18 million working hours in time off each year (Creditu, N.d). This knock-on effect on the economy and the government's revenue to invest in underserved areas of society.

1.2 The landscape of tools to support Financial Wellness programmes

Financial Assessment HR Software:

Various programmes are available to enhance employee financial wellness. However, financial wellness expert - Laurie Strazzullo - recommends companies consider what they are trying to achieve with their financial wellness initiatives before they begin implementation.

To do this, employers can utilise financial assessment HR software tools to ask about employee finances. However, employers must err on the side of caution - over 50% of financially stressed employees are embarrassed to ask for help with their finances (Johnson, 2021). Employers should consider HR tools that preserve employee privacy and each individual's circumstances.

Educational Programmes:

Equip employees with the information needed to enhance financial wellness. These programmes can include all or a few components:

- An online, interactive platform which guides employees through financial topics.
- Financial coaching on a per-employee basis is available via live chat, virtual video or in-person.
- The counseling session focused on budgeting, saving, credit card debt, retirement and student loans.
- Financial education workshops are typically offered in a lunch & learn format that teaches employees about retirement savings, savings accounts and credit scores.

Employer Matching Programmes:

51% of employees joined their current employer because they offered a retirement plan (Willis Towers Watson, 2012). Offering matching benefits is a great way to increase employees' financial health. Here are examples of matching opportunities to layer into a financial wellness plan:

- Retirement plan matching: An employer matches a certain percentage of retirement contributions employees make to their retirement plan.
- Student-loan matching: An employer matches the employee contributions to student loans and helps pay down the loan quicker.

Insurance Programmes:

A substantial majority of employees see a growing need for voluntary insurance benefits - a sentiment that has increased over the last eight years (Johnson, 2021). Employers could partner with different insurance benefit specialists to provide educational sessions to employees so they feel more at ease when choosing which insurance programme is the best fit.

There are also various insurance opportunities aside from health insurance - employers can consider including alternative insurance programme options as part of their financial wellness offerings.

Financial Assistance Programmes:

These programmes focus on alternative financial stressors employees might not have considered as a factor in their financial wellness. Financial assistance offerings include medical bill negotiation, debt negotiation or settlement and relocation assistance.

Workplace Giving and Financial Wellness landscape



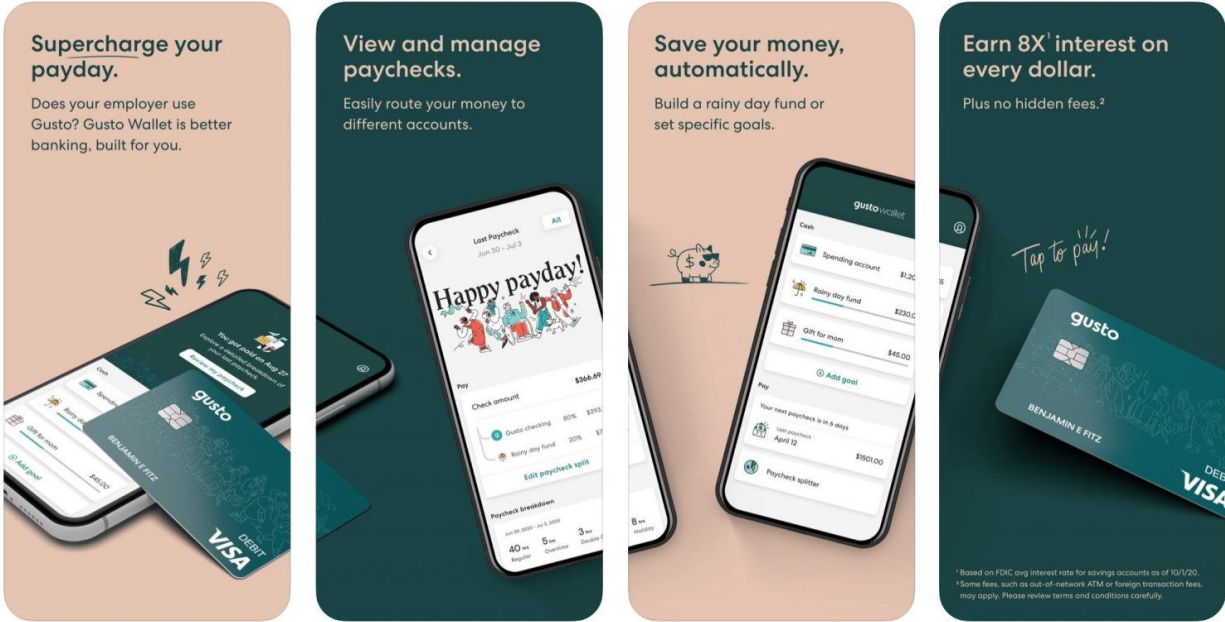
1.3 A deep dive into tools supporting Financial Wellness programmes

Gusto Wallet:

Gusto, the payroll management system, has launched “Gusto Wallet” - a free app for employees paid with Gusto that supports Financial Wellness by helping users to save from each paycheck and access cash - for free - when unexpected financial hits occur.

When the unexpected happens, the Gusto Wallet allows users to get cash instantly without being put into debt.

The Gusto Cashout feature provides access to money which is automatically repaid from the next paycheck. The automatic saving feature means users can create up to 5 saving goals and set aside money every time they get paid or donate to charity. Being able to easily manage and budget finances ahead of time while having access to an emergency fund means Gusto Wallet provides features crucial to enhancing financial wellness.



<https://coverager.com/introducing-gusto-wallet/>

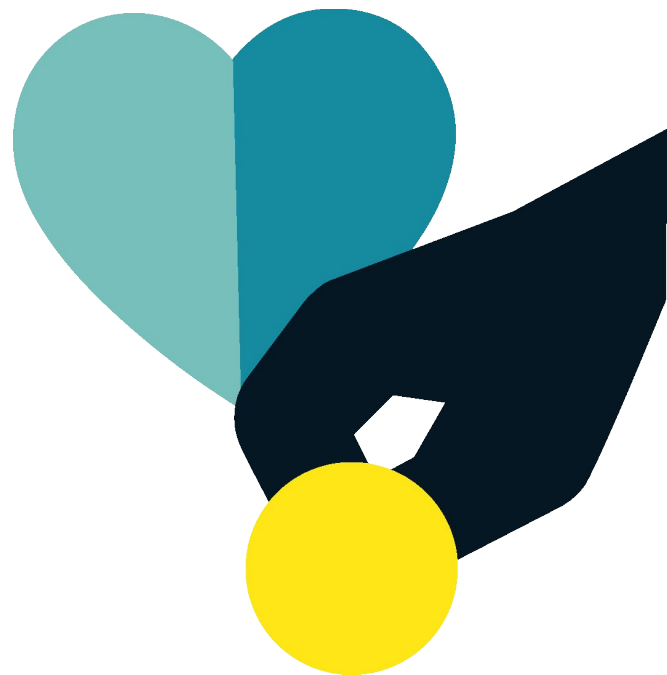
Enrich:

Is a highly customisable financial wellness programme designed to educate employees on how to meet their financial goals better or overcome financial stress. The programme uses articles, videos, infographics and more to help employees improve their credit scores, increase 401(k) contributions and lower financial pressure that impacts mental wellbeing.

The programme provides employees with instant access to financial experts via the phone or online live chat. At the same time, real-time feedback supports decision-making across budgets, personal finance, loans, student loans and retirement. The programme included robust real-time reporting for employers to show ROI from implementing a financial wellness programme.

Other tools include...

Questis and Brightside combine the power of digital technology, human relationships and financial expertise through simple-to-use and easy-to-access mobile apps. These tools are built on the belief that financially stressed people need more than an article. They need a real person to guide them with financial expertise and consistent support to work through their concerns and frustrations.





Section 2

Workplace Giving

2.1 Why should organizations have a Workplace Giving strategy?

Benefit for Employees:

People have realized that financial security and safety are not enough; they want to feel valued, belong, and have well-being in the workplace. 9 in 10 millennials in the workplace would trade money for a workplace purpose. 77% say they're more likely to volunteer when they can use their specific skills or expertise to benefit a cause, proving that work & giving go hand in hand (Deloitte, 2021).

Young professionals are particularly emerging as enthusiastic workplace donors and increasing their donations year-over-year more than other age groups (Deloitte, 2021).

Benefit for Businesses:

In a changing corporate landscape, effective and innovative workplace-giving programmes are critical to fostering employee retention and consumer engagement. 87% of corporate leaders believe their employees expect them to support causes and issues that matter to them (Busch, 2022). At the same time, Ivalua & Forrester Research research shows that 69% of corporate respondents report their organizations have generated increased sales due to CSR initiatives (Adams, H. 2021).

Benefit for Nonprofits:

It's evident that workplace giving campaigns help nonprofits financially. But the benefits go deeper than that. When a company implements an effective workplace giving strategy, nonprofits benefit tremendously by creating stronger relationships between nonprofits, companies and employees. This relationship leads to longer-term involvement, such as corporate sponsorship of events and programs, which ultimately means the nonprofits can better serve their community and mission. Nonprofits also save time and resources by participating in workplace giving programs. Receiving gifts cost-efficiently, without spending more time soliciting donations, means time can go to doing good.

Benefit for Society:

Organizations that do good for nonprofits through an effective workplace giving strategy also benefit the wider community. As we've pointed out, the benefits of a workplace giving programme to nonprofits go beyond the financial element, as nonprofits can maximize their impact on communities, and as a result, companies can more effectively help society. It's from these communities and societies which the company's employees have emerged or are affiliated, meaning a workplace giving programme allows the company can demonstrate its appreciation not only for the individual employee but to their historical roots and context - which ultimately shows that profit and purpose are coexisting, and are seen as the business's future.

2.2

The landscape of tools to support Workplace Giving programmes

Corporate Giving:

Corporate giving describes the donations made by corporations and private companies towards charitable causes. This can be in the form of cash or in-kind gift to a charity or community organisation, alongside grants and gifts made by corporate foundations. It is estimated that giving by corporations increased by 23.8% during 2021 (or 18.3% adjusted for inflation) (Giving USA, 2022). A great example of this is Salesforce's 1% model, the company donates 1% of their time, product and financial resources to organisations doing good in the world.

Payroll management:

Payroll management systems allow organizations to administer the financial records of employees' salaries, wages, bonuses, net pay and deductions. Payroll management systems are becoming increasingly sophisticated, allowing employees to donate directly to the charities they care about through their paychecks. Gusto Giving is a great example of such a system: employees can support specific charities. Gusto receives \$0 from the contribution and takes no additional transaction fee, while the donation can be made as a one-off or set up as recurring.

Matching Gift Programs:

Matching gift programs are a form of corporate philanthropy in which companies match donations their employees make to nonprofit organizations. For example, when an employee donates, they'll request the matching gift from their employer - who then makes their donation. Companies usually match donations 1:1, although some reach a 4:1 ratio! Matching gift programmes are an excellent initiative for nonprofits, as they provide "more bang for fundraising buck" - receiving two donations for the work of soliciting one. Companies of all sizes match employee donations because it's a simple, structured way to support work in their communities close to their employees' hearts. A matching gift programme can ultimately be essential to a company's CSR strategy, influencing the brand's public perception and positively affecting employee engagement. Matching gift programmes are growing in popularity; 65% of Fortune 500 companies offer these programmes, while 84% of donors say they're more likely to donate if a match is offered (Double the Donation, N.d).

Employer Supported Volunteering (ESV):

Where the employees of an organization are supported to take paid time off to volunteer during work hours. Employees can choose to use their volunteering time to support a charity or community group or to take up an opportunity provided by the company.

A similar tool supporting employer volunteering is Volunteer Grants - a form of corporate giving that encourages employees to volunteer in their local community. Companies subsequently provide monetary grants to organizations where these employees regularly volunteer. Nearly 40% of Fortune 500 companies now offer volunteer grant programmes (Civic Champs, 2022). They're being increasingly supported by online platforms that make skill-based connections between professional volunteers and non-profit organizations.

Innovative methods of donating:

1) Decentralized finance:

Decentralized Finance (DeFi) is a fast-evolving digital financial infrastructure built upon blockchain technology. Blockchain is a powerful, distributed ledger allowing for secure, transparent and tamper-proof transactions. DeFi allows companies engaged in philanthropy to undertake a more secure and transparent donation process so donors can track the journey of donations and their final destination - ensuring that money is handled openly and honestly.

2) Timebanking:

Time is a currency as much as money and can be tokenized through Timebanking - a system of bartering various services for one another using labor-time as a unit of account. Labor-time units can be credited to a person's account in the time bank and redeemed for services from other time bank members. With evermore automation,

the future of work will be about cooperation, learning from others, and sharing skills and resources so that we can make a collective impact - characteristics that align with the time banking system. There are around 500 registered time banks in the US, with over 37,000 members enrolled (Cahn, 2015).

2.3

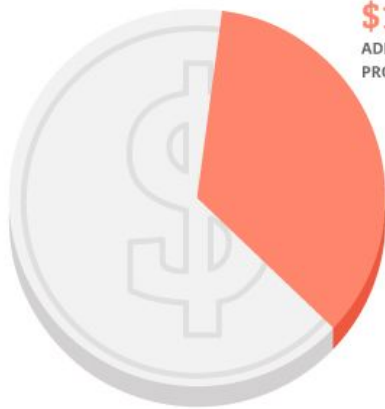
A deep dive into tools supporting Workplace Giving programmes

Benevity:

provides charitable donation-management and grant-management platforms which support their customers (which include the like of Nike, Coca-Cola, and Google) in managing and tracking their employees' charitable giving, promoting charitable giving and volunteering while reducing the costs of companies processing donations themselves. [Benevity's](#) CSR software is touted as doing 3 things in 1: employee engagement, community investment and community engagement. Efficiency is the key to Benevity. The technology, resources and support available from their platform mean organisations can manage their Workplace Giving programmes with less time and effort.

The Hidden “Costs” of Traditional Workplace Giving

How much of your \$100 workplace donation goes to charity?



\$10-\$35
ADMINISTRATIVE & CHECK
PROCESSING COSTS

The Traditional Way

\$65 goes to charity

Traditional workplace giving programs send funds to charities by check, forcing them to deal with the administrative burden of handling hundreds of checks from different companies, manual processing effort, banking and reconciliation costs. Consider the fact that countless checks are lost in the mail or returned to the sender – your funds may never make it to the charity in this model!



\$3
PROCESSING &
SERVICE FEES

The Modern Platform Approach

\$97 goes to charity

Modern workplace giving software leverages electronic payments to send funds to charities. Platforms like this aggregate donations from multiple companies, bundle matching and individual donations into a single payment to charities, and provide transaction processing, tax receipting and reporting services. This approach offers the most efficient, accurate and timely way to give!



<https://benevity.com/press-releases/electronic-payments-made-through-the-benevity-platform-reach-an-all-time-high-of-87-percent>

Global Giving:

is a one-stop way for companies to create a global workplace giving program that provides plenty of freedom of choice and flexibility. Unlike traditional employee gift matching programs and giving campaigns that provide unrestricted support to organizations, [Global Giving](#) encourages nonprofit organizations to apply for funding for a project with a specific campaign goal. Individuals can then give to the project and get updates on how their money is used to assist the purpose of that project. Currently, there are over 6,500 projects listed on the Global Giving site,

and these can be sorted by country or cause – making it easy for any employee anywhere in the world to find causes and projects to support. If an individual is having trouble deciding, Global Giving has a Project of the Month where people can help with donations.

Philanthropi:

Helps individuals [establish their Impact accounts](#), which operate like traditional Donor-Advised Funds (DAF). These Impact Accounts allow the “owner” to control, measure and track their contributions, choose the charities they wish to support, and decide how quickly they want their funds distributed.

These Impact Accounts also offer volunteer opportunities and track the hours and minutes that donors volunteer with their organizations. Philanthropi provides opportunities for donors to rally support from their families, friends and co-workers, and it facilitates these networks on behalf of selected charities and causes.





Section 3

Implementing a Workplace Giving and Financial Wellness initiative

3.1

Why include Financial Wellness and Workplace Giving in CSR and DEI programmes?

Employers can leverage the power of Financial Wellness and Workplace Giving programmes within their organisations' CSR and DEI programmes to ensure their companies continue to perform strongly by attracting and retaining top talent while simultaneously supporting employees and the communities in which they operate.

Implementing a Financial Wellness programme can support alleviating the impacts of financial-induced stress. In doing so, employers can reduce the costs of lower productivity and worsening employee mental health. At the same time, a Workplace Giving Programme is being viewed by an increasing number of employees as a way for employers to offer more than typical compensation packages - with 37% of professionals taking advantage of workplace giving programmes in 2020. Philanthropic spending also boosts emotional well-being and happiness level.

Implementing a Financial Wellness and Workplace Giving programme in tandem allows employers to harvest the benefits of both programmes simultaneously. In doing so, Workplaces can support employees to determine how much they can donate by providing the necessary tools through a Financial Wellness initiative.

Subsequently, having identified the right amount to donate for their circumstance, a Workplace Giving programme can ensure employees are giving to non-profits they care about in a cost-efficient manner while having the reassurance their donations are having the greatest effect possible.

Ultimately, through a combined Financial Wellness and Workplace Giving initiative, employers and employees can give back to their communities as they grow, and ensure a great giving experience occurs in tandem with positive financial health.



3.2

How to set up a Workplace Giving and Financial Wellness initiative?

Identify values and beliefs

Consider the culture and structure of the organization to ask some “why” questions:

1. What causes/issues are important to the company?
2. What gaps are you trying to fill in your community?
3. What social issues are important to the employees?

Secure funding and set a budget

Create the foundations of the initiative by setting a budget. Consider the company’s values and determine how much resources and funding could be allocated.

Share your plans with the appropriate senior leaders to ensure they’re on board and happy to participate actively.

Set Up a taskforce

Approach employees, generate interest in the initiative, and set up a cross-functional team.

Spend time finding the right individuals that will lead to more success for the initiative. These individuals will help campaign and act as volunteer ambassadors within their respective departments.

Create a plan

Set a defined timeline - will the initiative be more effectively done in a shorter time or conducted over a long period? Consider the time of year for launching, don’t let it get lost in seasonal hype.

Embed enablers

Consider the benefit of using tools like Positive Finance - especially for Workplace Giving initiatives. Positive Finance allows employees to donate to employer-recommended organizations and other nonprofits that employees personally support.

Providing this choice for giving options brings purpose and provides employees with more resources to make an impact. How can these enabling tools best be incorporated into the initiative?

Innovate & prepare for launch

Set clear objectives on what success looks like for the initiative. Prepare for ways to measure performance through access to employer-recommended data.

Have a network of local champions to support your programme’s alignment with the culture so that teams know what’s happening.

Plan launch activities ahead of time so that the launch can happen with a bang. These may include

1. Introductory workshops to those involved/interested in contributing in the future.
2. Video teasers to get employees excited.
3. Company-wide newsletter and regular announcements.

Launch Day!

Put your plans into action and get ready to solve unexpected problems when things get going!

Measure and Continuous Improve

Setup regular review sessions with your task force to analyze the data and identify any trends.

Evaluate performance through the data, seek regular feedback from participants and supporters, and use quantitative and qualitative insights to support decisions relating to continually improving the initiative.

Communicate Regularly

Whether it's weekly or monthly, send out announcements of new initiatives and celebrate the goals that have been achieved. People will come to expect them and will feel informed and empowered knowing they've had an impact.

3.3

Positive Finance Breakout

Implementing Workplace Giving and Financial Wellness initiatives in tandem can seem complex, if not counterintuitive. But in fact, it's the opposite. Many individuals struggle to determine how much to donate. Some give more than they can afford, while others could donate more. Combining Financial Wellbeing and Workplace Giving initiatives can help overcome these issues. For example, as your wealth grows, you can also give back to your communities by incorporating charitable giving into financial planning, tax savings and other processes (Positive Finance, 2021).

Tools and organisations are available to support establishing a Workplace Giving and Financial Wellness initiative, such as Positive Finance, which exists to support workplaces adopting Workplace Giving and Financial Wellness initiatives into their CSR and DEI programmes.

When employees use Positive Finance, they can set regular deposits or use the smart deposit feature that calculates the amount they can save based on their bank transactions and lifestyle. In both cases, employees grow their savings effortlessly - promoting financial wellness in tandem with giving. It's called the "save for good®" approach and operates like a modern piggy bank for giving.

The Positive Finance mobile app has a unique built-in nonprofit marketplace to help them support their community without fees!

For businesses, Positive Finance can support setting up financial wellness and workplace giving initiatives that make an impact. Through Positive Finance's platform, businesses can ensure they're being creative with their workplace benefits, allowing employees to experience an effective CSR and DEI programme that helps attract and maintain workplace talent while making a difference.

We also make sure your donated dollars go as far as possible. Not many people realize that when they donate to good causes online, the nonprofit organization has to pay between 3-11% fees to receive the money. Positive Finance estimates that no less than \$9 billion are lost in the US annually from individuals' donations for various processing fees. Positive Finance has created a far better and cost-efficient alternative, channelling individuals' donations to charities in full. Better yet - our partnerships with Impact Atlas allow non-profit and for-profit organizations to track their efforts and outcomes. This enables extreme transparency and accountability, giving donors — and the organization — an in-depth understanding of how their money is spent and the results of their efforts.



Conclusion

The rest of 2022 is going to be difficult. Most of society will be impacted by inflation and the rising cost of living. These economic events directly impact individuals, with growing levels of financial stress among employees having a knock-on effect on mental health, employers and workplaces, non-profit organizations, and broader society.

It's also worth highlighting that the last quarter of the year is when many American choose to donate the most. According to [Charity Navigator](#), 31% of annual donations happen in December, with 12% of total donations happening on the final three days of the year (Charity Navigator, n.d).

There is no better time for private and public organizations to implement Financial Wellness and Corporate Giving initiatives into their CSR and DEI programmes.

We've highlighted in this report how, when companies adopt these two programmes, they can benefit stakeholders both inside and outside the company. To support organizations wanting to begin this journey of improvement to their CSR and DEI programmes, we've even provided an overview of the process that can be followed to ensure Financial Wellness and Corporate Giving initiatives are implemented cost-efficiently while giving the greatest impact to employees and employers.

Yet, make no bones about it, implementing Corporate Giving and Financial Wellness initiatives is far from simple. However, there are experts like Positive Finance who partner with companies and corporate organizations to further the power of charitable donations and drive a larger impact.

With further economic hardships expected in the future, combined with an increasingly competitive job market, public and private organizations need to be creative with the compensation packages they provide employees by implementing Workplace Giving and Financial Wellness initiatives - supported by experts like Positive Finance - into CSR and DEI programmes. By doing so, organizations can help to ensure they're keeping hold of the top talent in the workforce while simultaneously supporting employees with their financial stress and mental well-being.

Acknowledgements

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The Triple Bottom

About The Triple Bottom

The Triple Bottom is a free weekly newsletter and insights platform providing quick and easy-to-read updates on the latest sustainable business and technology trends.

Our passion is making sustainability news enjoyable, so readers stay informed and entertained.

By connecting technology, talent and trends, The Triple Bottom's mission is to accelerate the innovation and growth of sustainable businesses.

To join our community, and keep in touch with the latest from The Triple Bottom, visit us and sign-up for the weekly newsletter at:

<https://thetriplebottom.beehiiv.com/>



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