



# CSR - WHAT'S IN IT FOR YOU?

*“Companies gain a competitive advantage and together we achieve major social change when we harness the power of true collectivity” - Samuel Johnson*

## **STRONGER BRAND IMAGE, RECOGNITION, AND REPUTATION**

Companies with a demonstrated commitment to social impact gain credibility, enhancing how an organisation is viewed and approached, while simultaneously reducing any potential public perception that businesses exist to profit at any cost.

## **INCREASED ENGAGEMENT**

Social responsibility puts the company in touch with its community, grows the customer base, creates partnership opportunities, lifts morale in the workforce and instills a sense of pride in the company. Teams engage with management, customers, and suppliers through philanthropic initiatives.

## **RETENTION OF KEY AND TALENTED EMPLOYEES**

Socially responsible businesses have an advantage when it comes to attracting and retaining talent. Everyone wants to work for a business that cares.

## **INCREASED CUSTOMER LOYALTY**

Consumers believe that companies should invest in those investing in them and are increasingly basing their purchasing decisions on a company's CSR, providing the loyalty that a business strives for. Millennial and GenZ consumers consider this critical.

## **ATTRACTING INVESTOR ATTENTION**

Investors prefer to support businesses that practice social responsibility. Ethical investment has never been more important.

## **BOOSTING CORPORATE PURPOSE**

Socially responsible businesses understand that their company has impact beyond profitability. Their philanthropy is motivated by a desire to be a good corporate citizen. For many, social betterment is viewed as so beneficial to the company, its staff and the community, that they pursue philanthropic activity without seeking public acknowledgement. For these businesses, enhancing a reputation and building goodwill through philanthropy is neither the primary motivation nor the end game. It goes well beyond that.

# WHAT'S IN IT FOR ALL OF US?

Significant, meaningful social change is available to every organisation. The key to affordable philanthropy, for businesses of every size, is collectivity. Multiple businesses working together achieve the power of numbers that drives social change.

When the costs associated with an impactful social initiative, such as increasing access to Precision Medicine for all Australian cancer patients, are spread over multiple companies, the collective achievement is amplified. In choosing to make a minimal ongoing commitment, any organisation can proudly share with their clients, customers, staff and community, that together they are an important part of something bigger.

By joining the Sam's 1000 collective, you also increase Love Your Sister's capacity to advocate for change and influence policy decision making, allowing us to further demand equity. A cancer patient in Dubbo should be afforded the same opportunities for treatment as a cancer patient in Darlinghurst. Our postcode shouldn't matter.

***“Collectivity is the answer when equity is the aim and I look forward to encouraging the Australian business sector to join me in becoming part of the solution.” - Samuel Johnson***

Many businesses show their support for social causes in the press and on social media, to great effect. There is an integral connection between economic and social objectives, and in the past twenty years the number of businesses promoting their philanthropic affiliations has risen by over 600 percent.

At the same time as achieving meaningful social impact through financial contributions, philanthropic businesses experience an economic benefit in the form of bottom-line fiscal improvement. Adopting a Corporate Social Responsibility (CSR) program boosts an organisation's competitiveness, resulting in business growth and increased profits, as well as meeting community expectations.

Philanthropic support is also the easiest way for a business to make a positive social impact through tax-deductible donations. It is the responsibility of the recipient charitable organisation to deliver the social benefits. The charity does the heavy lifting, and the business is relieved of having to undertake the due diligence required to implement social change and can focus on what it does best.

Companies do not function in isolation from the society around them. In the current climate, governments are stretched and so are individuals. Consumer awareness that business has a responsibility to contribute to the community they exist in, and profit from, is exploding. A comprehensive CSR plan is an absolute priority for organisational success.



**SAM'S 1000**

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