

FORTUNE 50

FRONTSTREAM'S WORKPLACE GIVING SOLUTIONS HELP FORTUNE 50 INSURANCE COMPANY ACHIEVE CSR SUCCESS

The Challenge

More and more companies are recognizing that effective workplace giving programs contribute significantly to CSR success. In fact, in its 2014 Snapshot, America's Charities estimates that the value of employee giving has risen to \$4 billion annually!

A successful giving program requires seamless implementation, solid infrastructure, and CSR goal alignment. For one major Fortune 50 insurance company with nearly seven thousand employees, meeting these objectives was challenging.

They reached out to the experts at FrontStream to customize an employee giving program to meet both their CSR objectives and their employees' needs.

Our Strategy

FrontStream started working with the insurance company's philanthropy team in 2013 to determine their CSR goals and expectations. After talking with team members, FrontStream mapped out an implementation timeline and process. With over 2 million organizations already in our database and 60,000 more charities vetted

in the U.S., Canada, and around the world, FrontStream was able to recommend a roll-out plan to benefit several causes that aligned with the company's mission and values.

FrontStream technology allowed employees to give through payroll deduction, credit, or debit, streamlining workplace giving and made it simple for coworkers to donate to the charity of their choice.

Our Impact

Over the last two years the insurance company has increased both employee giving amounts and participation rates. **In 2014, the average employee donation amount per transaction was \$383 dollars, a 4% increase from 2013 and 28% higher than the average campaign.** The increase in employee participation rate between the two years was particularly dramatic: 2014's program saw a 30% participation rate versus 19% for the previous year.

Lessons Learned

This Fortune 50 workplace giving campaign was a fantastic example of the power of partnerships. FrontStream's workplace fundraising solutions and the insurance company's dedicated internal CSR team worked together to achieve a positive, measurable impact on the community. At FrontStream, we know very well how profoundly employees and companies are improving communities through their giving programs and are proud to be part of that change!

