

REASONS WHY CSR IS GOOD BUSINESS



The Corporate Volunteer Council of Atlanta (CVC) supports member companies in delivering business results through their strategic commitment to civic engagement and social impact.

Corporate Social Responsibility (CSR) is the model that guides the CVC's operations. Supporting the initiative of companies to act sustainably, reflect systematic equity, and give back to the community, encourages the accountability to uphold ethical efforts and a positive identity.

F — **Promote Employee Engagement and Retention:**
Employees who feel connected to your company's purpose become more engaged and report an 87% higher intent to stay.

L — **Unite Employees Through Culture:**
Bring employees together around a shared identity that brings your values to life and guides your company's vision.

R — **Recruit Top Talent:**
Seven out of 10 employees say a company's community impact influences why—and, more importantly, where—they want to work.

F — **Prioritize Employee Mental Well-Being:**
Give employees the opportunity to step away, give back and recharge through meaningful service.

C — **Own a Brand People Believe In:**
Seventy-seven percent of consumers favor businesses that create positive change—give them a reason to choose your company again and again.

S — **Strengthen Leadership Skills:**
Turn hands-on volunteer experiences into meaningful opportunities to lead, collaborate and grow.

E — **Expand Community Impact:**
Convert moments of service into tangible change that strengthens communities and cements your company's legacy.