

# Corporate social responsibility



## ACCORDING TO A UNITED WAY WORLDWIDE STUDY:

- More employees are **inclined to work for or buy from a company that supports United Way.**
  - Employees are **proud of their employer's support of United Way.**
  - Nearly 70% of employees feel they have a **bigger impact through a workplace campaign** than they can on their own.
- MILLENNIALS:**
- Have **higher trust in United Way** and their **overall perceptions of United Way are higher** than any other generation.
  - Place a **high value on CSR, especially when a company supports United Way.**
  - **Likelihood to be loyal, committed, and engaged at work is nearly double** that of other generations when their company supports United Way.

**End local poverty**

3,000 households by 2030

100 Years of Transforming Your  
Compassion Into Community Impact

**100**  
YEARS

1922 - 2022



United Way  
of Greater Greensboro