



# The Value of Giving

In order to attract the best people and remain competitive, organizations need to demonstrate that they support employees' philanthropic and community efforts. This is critical to ensuring a positive employee experience, and an HR solution that can facilitate the communication and tracking of such efforts is necessary to support at scale.

## The Power of Giving

Employee giving is a vital part of an organization's corporate social responsibility (CSR) efforts and provides tangible financial and cultural benefits. Encouraging and empowering employees to give back is key to fostering a fulfilling and rewarding workplace culture for your people. With CSR, organizations can:

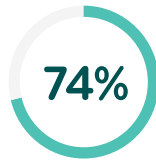
- Increase employee happiness and retention through support for causes that they care about
- Enable the workforce to make a difference for others
- Build trust and support within the community

For your employees, workplace giving is an easy, secure, and efficient way to make donations to charities they care about. It creates a sense of pride and inclusion—a feeling that they're part of something bigger. That's why corporate giving has made such a large impact, becoming a primary source of donations for charities and nonprofits.



of U.S. employees surveyed say an organization's level of social responsibility would impact their decision to stay longer.

Source: [Nucleus Research and The Center for Generational Kinetics](#)



say their job is more fulfilling when they're provided opportunities to make a positive impact at work.

Source: [CONE](#)



of consumers are more likely to start shopping at a company that chooses to support an issue they agree with.

Source: [Clutch](#)



Now, organizations can build upon UKG's decades of experience and passion for giving—with an easy-to-use tool that makes running charitable campaigns more convenient, while empowering employees to make a difference.

### **At UKG, Our Purpose is People**

Building on our core mission and a long tradition of CSR and Corporate Philanthropy, UKG continues its significant investment in philanthropic initiatives around the globe—in order to help make a difference in the lives of our people, our customers, and our communities today, and tomorrow.

In 2020, People magazine ranked UKG on its *50 Companies That Care* list, for the fourth consecutive year to appear on the list.

### **UKG Helps Companies Give Back**

With more and more people seeking employers aligned with their values, support for philanthropy is a natural step in an engagement strategy. Through its UKG Pro™ Giving tool, UKG helps organizations increase their level of CSR and offer more opportunities for their employees to positively impact their communities.

Free to all UKG customers, Pro Giving enables customers to facilitate and promote charitable giving campaigns within their organizations through automatic deductions from employees' pay. The feature is inspired by UKG's own employee-giving solution, which helped generate more than \$1.25 million in employee donations in 2018.



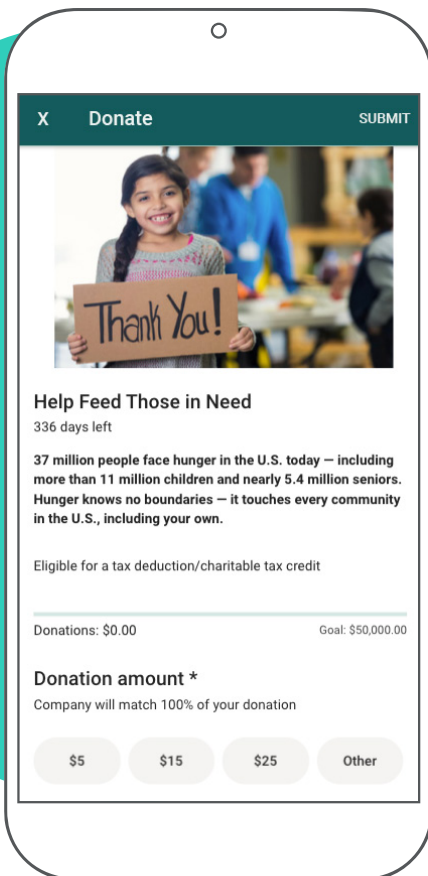
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## Pro Giving

Click. Give. Change  
the World.™



An organization's social responsibility is becoming increasingly more important to business success. Not only does philanthropy positively impact employee retention, it can also improve a company's reputation.

UKG Pro Giving enables companies to offer employees more opportunities to make a difference in their communities, with charitable giving campaigns that make participation easy and convenient.

### Simplified Giving

Pro Giving makes it simple for employees to make an impact. They can view available campaigns, select the one they want to support, and choose how much they want to donate and from which paycheck—either one-time or recurring donations. Employees can see the deduction in their paychecks and they also have access to a detailed summary of all giving campaigns to which they've donated.

### Comprehensive Dashboard

Campaign managers can quickly access all campaign details through an intuitive dashboard.

- See a comprehensive overview of total amounts raised across all campaigns
- View individual campaign results
- Track participation levels, including who has contributed and how much
- Update employee-specific donations

### Convenient Configuration

HR professionals can create new campaigns and configure the information within them, including details about the cause and why it's important. When employees opt to make a donation, the deduction gets automatically processed in the selected payroll cycle—no additional steps required. From there, the organization can download a report containing all employee contributions and donate the funds accordingly.

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