



## Challenges, Solutions, and Strategies

One of the main challenges addressed in this Member Meetup was the inclusivity and actionability of various CSR Programs. For example, some skills-based programs or volunteering can be meaningful in action but can prevent some employees from participating. More specifically, skills-based volunteering and programs that expect certain skills or qualifications can prevent some employees at a firm from joining. As a result, firm CSR programs and initiatives should focus on inclusivity for employees of all levels and capabilities.

Another issue is for employees to feel heard and to take action that feels meaningful to them. One solution to this is for firms to encourage employees to promote CSR efforts, whether volunteering or donating or other, that align with their personal values. This choice will allow employees to feel like they are making a difference while being supported by their firm. In addition to improving employee-firm relationships, this will also allow for more productive and satisfied employees.

## Actionable Steps

1. Establish and Lead with Clear Values
  - a. Define specific values that guide social impact work
  - b. Use these values to evaluate and improve existing programs
  - c. Ensure values drive decision-making in program development
  - d. Consider values like integrity, humility, equity, and transparency
  - e. Align social impact values with broader company values where possible
2. Transform Traditional Programs for Greater Equity
  - a. Review existing fundraising and volunteer programs through an equity lens
  - b. Remove minimum requirements that create barriers to participation (e.g., minimum donation amounts)
  - c. Evaluate power dynamics in fundraising activities
  - d. Consider replacing single-organization focus with broader giving options
  - e. Implement transparent communication with (9)-ttn 1(0n)-4(pe)3(s) 7 426 39.0 002( ) s@MC11.11.Covau

