

FACTS AND FIGURES

COMMUNITY PARTNERSHIPS



70% of consumers believe companies have an obligation to take action in the communities they serve



87% of consumers say they will buy a product from companies that advocate for an issue they care about. *

DEMOGRAPHICS

Who cares about community partnerships for social causes?

71% of Millennials



69% of Gen X



0% 100%

46% of Baby Boomers want to do more socially conscious work while on the job.



0% 100%

Companies that focus on giving back see:



13% increase in productivity



25-50% decrease in employee turnover



More than **50%** of companies do skills-based community work, or pro-bono community work that allows them to make the most of their expertise. ***

*Source: Cone Communications CSR Study

**Babson Social Innovation Lab's Project ROI study

*** Stanford Social Innovation Review