CASE STUDY

Discover how a leading financial services company leveraged Bonterra CyberGrants to drive large-scale impact by connecting employee actions to community giving — ultimately **generating $10M in donations** to food banks and hunger relief organizations.

The nature of employee engagement is evolving

Since 2020, companies have had to rethink how to connect their people with purpose. CyberGrants enables modern, flexible CSR strategies that meet employees where they are — whether remote, hybrid, or in-person

Empowering employee driven impact while supporting a safe return to office

A leading financial services company, with a long-standing commitment to hunger relief, saw an opportunity to increase both employee engagement and community impact. With the support of Bonterra CyberGrants, they launched a creative giving initiative that aligned with internal health goals while accelerating external social impact.

The approach

In January 2022, the company announced a matching initiative through Bonterra CyberGrants, pledging $100 to local hunger-relief organizations for each employee who had received a COVID-19 vaccination. This offer applied retroactively and encouraged continued participation.

The impact

By broadening the definition of employee engagement from traditional volunteer hours to proactive acts of kindness this organization, powered by Bonterra CyberGrants, was able to unlock new forms of giving. The result: $10 million donated to fight hunger and a more engaged workforce ready to return in person.

$100
Donated per vaccination

$150M
donated to the cause since 2015

$10M
Donated in 2021 to provide hunger relief through the matching program

> "
> As we begin the new year, we are coming together in even more ways to support [employee] health and safety, and to help address one of our local communities' greatest needs."
>
> **Chief human resources officer,**
> Leading financial services company

Discover all the ways that Bonterra CyberGrants can help you maximize your giving-to-impact ratio.

Visit our website today to request a demo or contact us! →