



CASE STUDY

Discover how a leading financial services company incorporated giving into an initiative that encouraged employees to get vaccinated against COVID-19 while also supporting some of the most critical resources during the pandemic — local food banks and hunger relief organizations.



The pandemic has evolved employee volunteering

In March 2020, volunteerism as we know it changed forever. Since then, corporations and other organizations have shifted to more accessible methods for helping employees who work from home, in person, or both to give back.

\$100
DONATED PER
VACCINATION.

\$10 MILLION
DONATED IN 2021 TO
PROVIDE HUNGER
RELIEF THROUGH THE
MATCHING PROGRAM.

\$150 MILLION
DONATED TO THE
CAUSE SINCE 2015.

Boosting safe return to office practices while helping those in need

A leading financial services company has focused on supporting food banks and fighting hunger for over a decade. When the COVID-19 pandemic entered the delta and omicron variant phase, the need to fund these organizations grew to extreme levels. This leading financial services company recognized an opportunity to accomplish this while increasing safety for employees returning to work in person. Thus, the matching program was launched.

The approach

In January 2022, this leading financial services company announced that it would donate \$100 to a local food bank or hunger-relief organization for every single employee who received a COVID-19 vaccination before the end of the month. In addition, this \$100 donation was also applied to every employee who was vaccinated prior to the start of the program.

The impact

By shifting employee volunteerism efforts to include behavioral habits or acts of kindness — think giving blood, donating goods, or, in this case, getting vaccinated — this leading financial services company was able to donate \$10 million to fight hunger. That equates to 10,000 employees receiving vaccinations and being prepared to return to work.



“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 at a leading financial services company

Discover all the ways that Bonterra Corporate Social Responsibility (formerly Cybergrants) can help you maximize your giving-to-impact ratio.

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