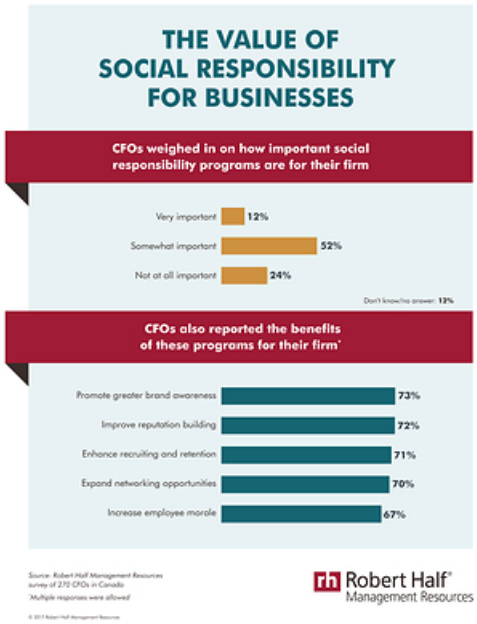
Robert Half Canada

The Season - and Rewards - of Corporate Giving



Canadian CFOs Cite Importance, Benefits of Corporate Social Responsibility

TORONTO, Nov. 9, 2017 /CNW/ - Helping others is its own reward, but businesses are realizing additional value from their philanthropic activities. In a survey by Robert Half Management Resources, 64 per cent of Canadian CFOs said social responsibility is important for their firms. In addition to serving their communities, executives reported benefits of these programs include promoting brand awareness, reputation-building, recruiting and retention, networking and improved employee morale.

CFOs were asked, **"For your firm, how important are social responsibility programs, such as charitable giving or volunteer community service?"** Their responses:

Very important	**12%**
Somewhat important	**52%**
Not at all important	24%
Don't know/no answer	12%
	100%

CFOs also were asked how social responsibility programs benefit their firm. Their responses*:

Promote greater brand awareness and customer outreach	73%
Improve reputation-building	72%
Enhance recruiting and retention	71%
Expand networking opportunities	70%

Increase employee morale	67%

** Multiple responses allowed*

"People want to support and work for companies that help their communities," said Tim Hird, executive director of Robert Half Management Resources. "Successful businesses make philanthropy a part of their corporate culture. This often includes giving staff time and resources to dedicate to charitable and community activities."

Hird emphasized firms' investment in these programs must be genuine. "Find organizations or causes that align with your business values, and offer support beyond money, such as donating products and encouraging employees to share their expertise."

Robert Half Management Resources offers additional tips to help companies build their social responsibility program:

- **Work with employees to shape it.** Survey your teams on organizations and causes that matter to them, and identify those that align with your company's values.
- **Promote activities internally.** Provide updates on your firm's philanthropic efforts and opportunities for employees to get involved.
- **Make it happen.** Whether it's part of a group or individually, provide staff time to participate in philanthropic activities.

About the Research
The survey was developed by Robert Half Management Resources and conducted by an independent research firm. It is based on telephone interviews with more than 270 CFOs from a stratified random sample of companies in Canada.

About Robert Half Management Resources
Robert Half Management Resources is the premier provider of senior-level finance, accounting and business systems professionals for companies' project and interim staffing needs. Customizing its approach for each organization, Robert Half Management Resources can provide a single consultant, a financial team or full-service consulting services, delivered through Protiviti, a Robert Half subsidiary. With more than 140 locations worldwide, Robert Half Management Resources works with companies of all sizes, including more than half of the top 100 companies from the FORTUNE 500®. Visit roberthalf.ca/management-resources for more information and roberthalf.com for Robert Half's Corporate Citizenship Report.

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