

## **GIVING IS RECEIVING**

Generation Y only want to work for companies who have strong corporate values and are actively involved in their local community, according to research from the centre for Corporate Public Affairs.

As a result, companies are starting to invest more time in community through staff volunteering and workplace giving as the realisation hits home that Generation Y expect companies to do the right thing.

The research, based on a study of more than 100 large Australian companies to uncover their thoughts on the value of community investment, reveals most CEOs found it valuable to invest in the community for the following benefits: it builds a better society; promotes public benefit; wins and maintains community trust; and gives a company a "licence to operate".

As an example, United Way Sydney is part of an international charity that helps companies and their staff invest in their local community through staff volunteering and workplace giving. In 2006 they distributed \$7.1 million to local community projects.

*"In Brief – Giving is Receiving" Management Today, Nov/Dec 2007, page 5, published by Australian Institute of Management*