

## **JK Group Reveals How Corporate Giving Improves Employee Engagement in New White Paper**

PLAINSBORO, N.J., February 4, 2014 /3BL Media/ – JK Group, the leading end-to-end solutions provider of software and value-added services for corporate philanthropy, today announced the release of its latest white paper, “Building Employee Engagement through Corporate Giving Programs.” Available for complimentary download, the white paper addresses the challenges and benefits of employee engagement, while offering strategies for spurring employee participation in the company’s philanthropic efforts.

Although organizations must contend with continued economic uncertainty and a slow recovery of corporate profits, a majority of companies have actually increased their philanthropic activities over the past five years. But those contributions are no longer only monetary donations – organizations and their employees are also giving non-cash contributions, such as product donations, professional services and the use of company facilities, in greater numbers. Moreover, organizations are increasingly offering paid-release time for volunteer programs.

These efforts to expand their philanthropic strategies have numerous benefits for the entire organization. In addition to helping those in need and improving the community, corporate giving has been shown to enhance employee engagement. As today’s job seekers increasingly look for companies that are as committed to social missions as they are, the ability to create and maintain a comprehensive philanthropic program can significantly improve candidate attraction and employee retention. And, as those engaged employees continue to support giving programs, the company can ensure its overall wellbeing, ultimately benefiting its customers, shareholders and communities.

“An effective corporate giving program is essential to improving employee engagement and creating a workforce of individuals eager to stay with the company and perform at their best,” said Heshu Patel, director of Marketing for JK Group. “Our new white paper offers an in-depth look at the current state of corporate philanthropy and offers employers key insight on how they can build robust giving campaigns that resonate with employees, drive engagement and help the larger community.”

JK Group has made “Building Employee Engagement through Corporate Giving Programs” available for download at: [http://www.jk-group.com/wp\\_building\\_employee\\_engagement.html](http://www.jk-group.com/wp_building_employee_engagement.html).

To learn more about JK Group and how its solutions facilitate employee giving and corporate philanthropy initiatives, please visit: [www.jk-group.com](http://www.jk-group.com).

About JK Group, Inc.

For over 20 years, JK Group has been the innovator in corporate philanthropic and social responsibility programs. Hundreds of leading global corporations rely on JK’s technology and services to support both domestic and international giving programs, facilitating over \$1 billion in contributions each year. The company is a leader in providing solutions for matching gifts, volunteer and event management, employee giving campaigns, grants administration, PAC programs and disaster relief. For more information, please visit [www.jk-group.com](http://www.jk-group.com).

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