

# top 5 reasons why supporting Humankind is good for business



- 1. It gives you the feel good factor.**

A little kindness goes a long way, for fundraisers and volunteers as well as our beneficiaries. Supporting Humankind can greatly enhance staff morale - not only can it feel great to have a positive impact, it's good for your staff's personal development too!
- 2. Our events create team building opportunities.**

Taking part in charitable events, outside of work tasks, can forge new relationships and help team members to bond over a worthy common purpose. It can also open up communication between colleagues in different roles.
- 3. It offers networking opportunities with other businesses.**

Meeting up with a powerful network of like-minded business people from other companies to help work for a joint cause will undoubtedly bring networking benefits. This is a way to reach out and connect with other businesses and sectors of the community on a different platform.
- 4. It helps define your corporate identity.**

Supporting a charity shows that your business is trustworthy and ethical. This can be an important tool when recruiting new employees who want to know they are moving to a great company with honest values or for other businesses wishing to trade with you.
- 5. It can provide great PR.**

Taking part in charity fundraising will provide opportunities for your business and its positive community activities to be visible in the media. Detailing your charitable efforts on your website will reinforce your positive reputation to customers, clients and other businesses.

