



## Achieving Social Responsibility with Your Corporate Moving Partner

Unique Ways You Can Multiply Your Impact with the Support of Your Relocation Provider



**This white paper discusses the importance of corporate social responsibility as an opportunity for organizations to give back to their communities and how partnering with a corporate moving partner that aligns with your values can reinforce your economic, environmental and social impact.**

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## Make a Difference with the Right Partner

Corporate social responsibility has quickly become an unspoken rule in business. While there are no legal requirements for most organizations to participate in philanthropic work or go beyond minimum environmental standards, it's become a social expectation that companies use their influence to give back to their communities and make a difference.

Improving CSR not only positively impacts the planet — businesses that give back also tend to have a better brand image and greater chance of attracting and retaining top talent. Around **70% of consumers** believe that large companies have a responsibility to make the world a better place, while the **same percentage of employees** claim they won't even work for a company that doesn't have a strong purpose. In fact, **more than one-third** of millennials and Gen Zs have turned down a job based on their personal ethics.

With the push from consumers and employees to make an impact through charitable work, sustainability efforts and diversity and inclusion policies, businesses have stepped up to make a difference. While only 20% of companies on the S&P 500 index published a CSR report in 2011, the percentage has skyrocketed to **90% of companies** in 2019.

While most of these CSR initiatives are expected to come directly from the company, it's important that any vendor representing your company not only aligns with your CSR and DE&I goals, but also reinforces them.

Your organization can make a significant difference economically, environmentally and socially when partnered with a corporate moving partner that supports and strengthens your efforts.

## CORPORATE SOCIAL RESPONSIBILITY MATTERS

Employees want to work for companies with strong purposes



**70%**



Consumers believe companies can make the world a better place

## Give More to Gain More

One aspect of corporate social responsibility involves giving back through charitable donations and volunteer work. According to a recent [Giving USA report](#), corporations give around \$20 billion to nonprofits per year in the form of matching gifts, volunteer grants, corporate sponsorships and more.

Organizations should select give-back opportunities that support their local community and align with the company's mission and values. This way, philanthropic efforts go beyond filling a corporate obligation and instead bring the entire company around a centralized effort to make a difference.

While investing in the betterment of the community is a reward in itself, companies that devote time and energy into charitable giving are also more likely to attract and retain employees — especially those in younger generations who prioritize purposeful living. Nearly 90% of millennials consider their job more fulfilling when they have opportunities to give back through work, and employees engaged with corporate philanthropic efforts tend to have 75% longer tenures with the company. In fact, Deloitte's [2020 Global Marketing Trends Report](#) revealed that purpose-driven companies retain employees about 40% more than their competitors.





Your company can increase its impact while reaping the benefits of employee engagement by partnering with a philanthropic corporate moving provider. Allied Van Lines, one of the largest national moving networks, offers relocating employees opportunities to give back with every move through partnerships with [Move for Hunger](#), [The Salvation Army](#) and [Susan G. Komen](#).



#### Move For Hunger

About 40% of food grown, processed and transported in the U.S. each year goes to waste while 42 million Americans face hunger every day. Allied works to reduce food waste and support local food pantries by enabling relocating employees to donate unwanted food items to local food pantries.



#### The Salvation Army

Your employees are already likely to get rid of furniture and clothes before their move. When they relocate with an Allied moving agent, they can ensure their items are being diverted from landfills and donated to the Salvation Army Store. All proceeds directly fund The Salvation Army Adult Rehabilitation Centers helping people and families recovering from alcohol and drug abuse.



#### Susan G. Komen

Every two minutes, a woman in the U.S. is diagnosed with breast cancer. Allied is proud to mobilize our national network of agencies to help fund Susan G. Komen's research and advocacy efforts and provide life-saving support to women and families fighting breast cancer. Your employees can participate in our fight to move toward a cure by supporting our local fundraising efforts with [donations](#).



## Take a Stand for the Planet

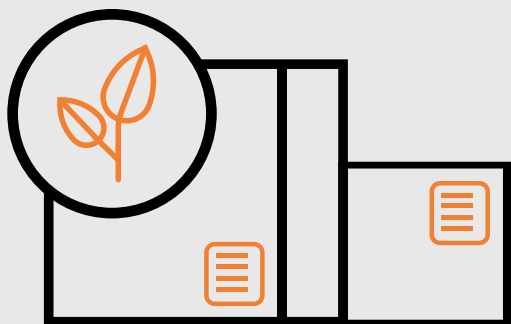
Regardless of your company's size or industry, it has an impact on the environment. Most businesses have large carbon footprints, and also the largest opportunity to reduce global warming and protect the planet through sustainable practices.

For the most part, it's consumers who are driving the push toward sustainability, demanding that businesses be held accountable for their contribution to global warming. Recent research from Deloitte shows that around **65% of consumers** expect executives to increase their progress on environmental issues, such as reducing carbon emissions and making business supply chains more sustainable.

Businesses who do take action on environmental issues need to ensure any communication about their efforts is made with full transparency. Consumers are incredibly skeptical of greenwashing, a term for companies who use environmentally friendly marketing terms without living up to their claims. Every statement about your sustainability efforts needs to be supported by statistics or third-party certifications.

One of the more impactful eco-actions companies can take is to require suppliers and vendors to meet specific sustainability criteria, but **only 46%** currently do so. If your business works with a supplier who relies on large trucks or other transportation, like a corporate moving company, ensure they are doing their part to reduce and offset their carbon emissions, thereby reducing your overall carbon footprint.

## ALLIED'S EFFORTS TOWARD SUSTAINABILITY



- **PARTNERED WITH THE CLIMATE NEUTRAL GROUP TO DETERMINE OUR TOTAL YEARLY CARBON OUTPUT**
- **OFFSETTING OUR CARBON OUTPUT THROUGH PAYMENTS TO THE CNG WHICH GET INVESTED IN SUSTAINABLE DEVELOPMENT PROJECTS**
- **INVOLVED IN BIG MILE PROGRAM TO GAIN INSIGHTS ON CARBON EMISSIONS AND OPTIMIZE OUR ENVIRONMENTAL PRACTICES**

## Improve Diversity on Every Level

If you want to do business in the world, your business should look more like the world. The expectation that companies need to advance diversity, equity and inclusion in the workplace comes from both employees and consumers.

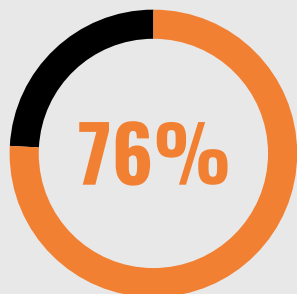
While any company can list a diversity policy on their website, the words must be supported by actions. Transparency is incredibly important to employees, **71% of whom** want to know what their employer is doing to increase inclusivity while **76% of employees** want companies to share how they're changing internal policies to address racial inequalities.

Organizations can show that they mean what they say by enacting strong DE&I initiatives. Policies that promote diversity and equality should be in practice when recruiting new employees, advancing employees into leadership roles and offering mentorship opportunities.

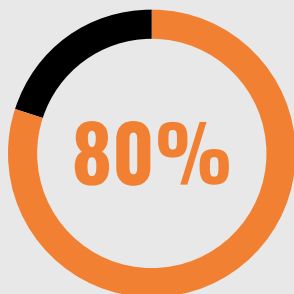
Your company can extend its DE&I efforts to supplier diversity, which **CVM Solutions** defines as "the business practice of consistently including small and diverse-owned businesses in an organization's procurement activities to improve bottom-line results, such as decreased supply costs via supplier competition, and product innovation through the entrance of new products, services and ideas."

Allied Van Lines is proud to have a vast network of moving agencies to support your corporate moves, including 15 woman-owned agencies that fall into the diverse supplier category.

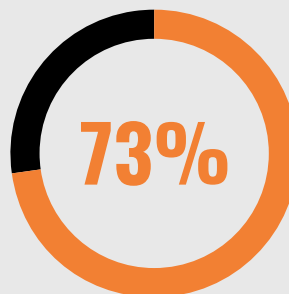
### ACCORDING TO THE 2020 PORTER NOVELLI PURPOSE TRACKER:



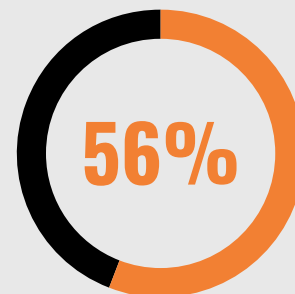
**OF AMERICANS THINK BUSINESSES  
NEED TO MAKE MORE PROGRESS  
ON IMPROVING DE&I INITIATIVES**



**HAVE A BETTER OPINION OF  
COMPANIES THAT SHOW HIGHER  
LEVELS OF DIVERSITY**



**WOULD BE PROUD TO WORK FOR OR  
BE ASSOCIATED WITH A COMPANY  
THAT EMBRACES DIVERSITY**



**WILL RESEARCH A COMPANY'S  
DE&I POLICIES WHEN DECIDING  
WHERE TO WORK**

## Multiply Your Impact with Allied

Businesses have a responsibility as economic and social influences to do their part in making the world a better place. The expectations from employees and consumers alike are high, but every step your company takes toward improving its charitable giving, environmental practices and diversity initiatives is a step in the right direction.

Partnering with an experienced corporate moving provider like Allied empowers your organization to multiply its corporate social responsibility efforts. As we continue to drive forward our own initiatives, we can align with your business to reinforce your impact.

Throughout our 90+ year history, Allied has made it clear we aren't just a moving company. Caring for the communities we serve is built into our DNA. Allied moving agents will work side-by-side with your company to make a difference, one move at a time. [Learn more.](#)

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For more information, visit [www.allied.com](http://www.allied.com) or contact your local Allied agent.

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