



Outback

Team Building & Training

Everything Your Business Needs to Know About CSR

A guide to Corporate Social Responsibility
(CSR) and its positive impact

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PART ONE:

Understanding Corporate Social Responsibility

*A Complete Overview of CSR
and the Impact It Can Make*

What Is Corporate Social Responsibility?

The practice that gives back, while keeping organizations accountable and sustainable.



Corporate Social Responsibility (CSR) is a business practice characterized by **ethical efforts**. While the definition varies, CSR generally means making compassionate efforts towards things like **environmental, social, and economical issues**.

These actions can include:

- **Philanthropy** – Donating time and money to non-profit organizations. For example, offering employees the opportunity to volunteer.
- **Environmental Efforts** – Minimizing your carbon footprint by using recycled materials and working with energy efficient appliances.
- **Ethical Practices** – Treating all employees and laborers fairly; promoting honesty and integrity in behavior.

CSR and the Business World

When doing good helps the planet *and* your company.



More corporations are taking accountability as influencers and using that power to drive positive change.

CSR has become so vital to a company's framework, that it's even showing significantly in statistics.

A recent [PwC Global CEO survey](#) found that 64% of CEOs say "corporate social responsibility is **core to their business** rather than being a stand-alone program."

Another [recent study](#) found that more than **90%** of business students said they'd be willing to sacrifice a portion of their future salary to work for a **responsible** employer.

The Benefits of CSR

Efforts that make an impact from inside the workplace to out in the world.



No matter what size your organization is, CSR is a great opportunity to **positively contribute to society**, while also **strengthening your business**.

With CSR, you can:

- **Make a Difference** – Give back to the community and protect the environment.
- **Save Energy** – Resource efficiency not only conserves energy, but cost too.
- **Create Business Opportunities** – Think outside the box for ways to make your organization even better.
- **Encourage a Positive Work Environment** – Cultivate a culture that employees are proud to be part of.
- **Build a Responsible Reputation** – Being recognized as accountable will attract loyal customers.

CSR and You

You get the idea. CSR seems pretty straightforward.
What else is there to know? A lot!



This guide takes a comprehensive look at Corporate Social Responsibility. You'll learn how the practice can make a **meaningful impact** to others, as well as to the inner workings of your organization.

But if you still have questions about how your company can start building its CSR program after reading this guide, reach out to our team.

Our Employee Engagement Consultants have worked with thousands of corporate groups to plan [charity team building](#) and through our own philanthropy program, [Outback Cares](#).

Book your free consultation by calling 1-800-565-8735 or [visiting our website](#).



PART TWO:

Getting Started with CSR

4 Easy Steps to Create Your Program

How to Set Up Your First CSR Program

Not sure where to begin? Read on to make sure you've got the most important points down.



Creating a CSR program can seem daunting – but it doesn't have to be.

Here are four simple and effective steps to take when developing your plan:

1. **Reassess Your Core Values**
2. **Find an Organization to Support**
3. **Build Long-Term Partnerships**
4. **Integrate CSR into Your Company Culture**

Read on to learn more.

1. Reassess Your Core Values

What do you stand for? Here's why your CSR efforts should align with your company values.



Your core values are the fundamental beliefs of your business. In other words, they're the **heart and soul** of your organization. Core values directly:

- **Reflect** your identity
- **Support** your vision
- **Shape** your company culture
- **Navigate** your decision-making process
- **Educate** clients and customers about what your business is all about

Reassessing your principles is an important first step in aligning yourself with a philanthropic effort that will be a good fit. That way, you can support something that matches what you believe in.

2. Find an Organization to Support

Search for a cause that makes sense for your business and resonates with your team.



Do some **research**. You can reach out to people in your network or reference a charity directory to find causes that are legitimate. [GuideStar](#) is a great database to start with.

Choose an effort that **resonates** with your businesses' interests and beliefs. Doing this not only creates **brand consistency**, but also makes you **trustworthy**.

For example, one of [Mountain Equipment Co-op's](#) core values is sustainability. The outdoor gear retailer “greens” their stores – using solar panels on roofs and reclaimed materials. This initiative allows them to **physically incorporate** their beliefs into their building design.

3. Build Long-Term Partnerships

Be in it for the long-haul. Find like-minded organizations that you can commit to.



A good CSR program understands that any kind of **change isn't instant**. Make a commitment to your goals and **be dependable**. Ensure that your partnering organization knows that you're there for them.

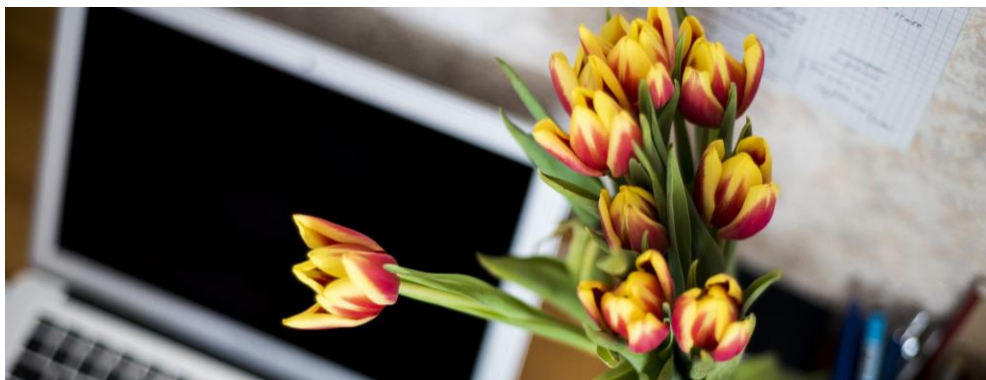
For example, the pop culture novelty retailer [BoxLunch](#) pairs with Feeding America to tackle hunger in the United States. For every \$10 spent on their merchandise, BoxLunch provides a meal to someone in need.

The company holds themselves accountable by building charitable giving into their **business framework** and setting a **viable goal**. To date, they have supplied over 7 million meals.

Make a promise you can **realistically** and **financially** commit to for the **long-term** to establish successful partnerships.

4. Integrate CSR into Your Company Culture

Make your philanthropic efforts visible throughout your company.



Practice what you preach and integrate compassion into your daily practices at work. When doing this, you bring your core values to life, while also increasing employee engagement.

Some ways you can incorporate CSR into your company culture include:

- **Giving** employees time off to volunteer at an organization of their choice
- **Participating** in a philanthropic-themed team building activity like Wheelchairs for Charity
- **Starting** a recycling or composting program in your office
- **Stocking** your shelves or fridge with fair traded products
- **Organizing** holiday drives to benefit local non-profits



PART THREE:

Finding Philanthropic Inspiration

*20 Charitable Ideas, from
Traditional to Creative*

20 Ways to Give Back

How you and your team can make meaningful contributions both in and out of your workplace.



- 1. Volunteering** – Provide your employees with time off to volunteer or set aside a day where the whole company can help at a local organization like a soup kitchen or shelter.
- 2. Office Holiday Drives** – Positively impact families in your community during the holiday season by collecting and donating items like food, gently used clothing, and toys.
- 3. Workplace Fundraisers** – Host a 50/50 raffle or something fun like a candy jar guessing game where the prize money is donated to a charity of your choice.
- 4. Care Packages** – Put together a care package that includes things like non-perishable items and clothing that can benefit troops abroad. Our [Military Support Mission](#) is a great way to do it.

20 Ways to Give Back

Help improve your community as a group with these hands-on approaches.



5. Charity Builds – Construct homes or children’s bikes to aid families in need with initiatives like Habitat for Humanity or [Charity Bike Buildathon](#).

6. Clean Ups – Get together and collect garbage from your local beach or park to positively impact both the environment and the community.

7. Charity Activities – Participate in a philanthropic activity, like [Play It Forward](#), which combines giving back and team building.

8. Adopt a Brick at a Civic Building – Support your community at large by financing the next stage of a building renovation or project.

20 Ways to Give Back

Don't forget about the local little league or your furry best friend!



- 9. Sharing Your Expertise** – Offer to teach a specialized skill that could be valuable to those in the community who have been out of work.

- 10. Offer Grocery Store Gift Certificates** – Purchase a handful of gift certificates to your local grocery store and give them to a food bank.

- 11. Donate Pet Food** – Collect a few bags of dog and/or cat food, and contribute them to an animal shelter or hospital.

- 12. Sponsor a Youth Sports Team** – Support a local children's league by covering the cost of new equipment or tournament fees.

20 Ways to Give Back

Have a direct impact on your city by physically getting out and about in your neighborhood.



13. Support Veterans – Partner with charities like [Fisher House Foundation](#) to help provide housing and educational opportunities to veterans and military families.

14. Create a Piece of Public Art – Get your team together to create a mural, painting, or sculpture and then donate or publicly display it.

15. Grow a Community Garden – Identify your resources, choose a site, and organize plots for plants, flowers, or vegetables that will sustainably enrich your community.

16. Give Blood – Organize a blood drive in your workplace or assign a day where your employees can donate to their local bank.

20 Ways to Give Back

From riding a bike to playing music, even small efforts can make a big difference.



17. Feed the Homeless – Set up a table full of meals and drinks – hot or cold, depending on the season – and serve to those in need.

18. Perform – If anyone on your team can play an instrument or sing, get together and put on a free show in a public area.

19. Sort Donations at Thrift Shops – Contact your local second-hand store and help the staff sort through their boxes of donations.

20. Adopt an Eco-Friendly Habit – Make a conscious choice to cycle to work or use items like cloth shopping bags or travel mugs for an entire week – or month.



PART FOUR:

CSR on a Global Scale

10 Companies Who Go Above and Beyond

The Most Successful CSR Programs

10 noteworthy companies renowned for ethical practices and philanthropic efforts.



Successful Fortune 500 companies are now prioritizing more than just their bottom line.

In fact, **social responsibility** is a central theme to the following organizations. They use their resources to continuously take big steps towards sustainability on a global scale.

1. [Lego](#)
2. [Microsoft](#)
3. [Cisco](#)
4. [LUSH](#)
5. [Coca-Cola](#)
6. [TOMS](#)
7. [Levi's](#)
8. [LinkedIn](#)
9. [Ben & Jerry's](#)
10. [Starbucks](#)

1. Lego

A plastic toy company that's committed to environmental conservation.



Odds are you've heard of Lego. But what you may not know is that it ranked number one on Forbes' 2017 roster of top CSR companies for how it:

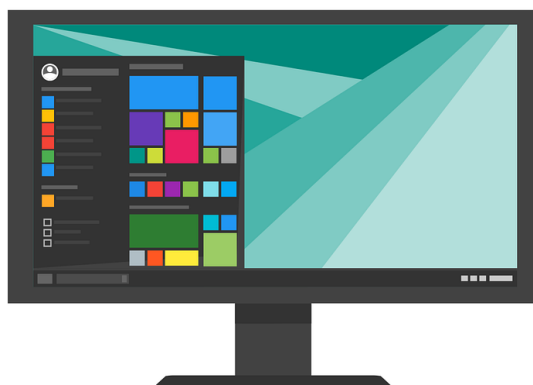
- **Behaves ethically**
- **Conducts business fairly**
- **Operates transparently**
- **Protects the environment**
- **Supports worthy causes**

Lego's Impact on Our Planet

The company improves **sustainability** by using fewer materials in production. This **reduces** 10% of **carbon emissions** from their factories, which is comparable to taking 2,000 cars off the road **every year**.

2. Microsoft

A tech giant that prioritizes ensuring its programs and devices are inclusive to everyone.



Microsoft has a longstanding commitment to giving back, largely due to its philanthropic co-founder and former CEO Bill Gates.

The company is working towards the goal of making their products **accessible** to the over 1 billion people around the world who have disabilities.

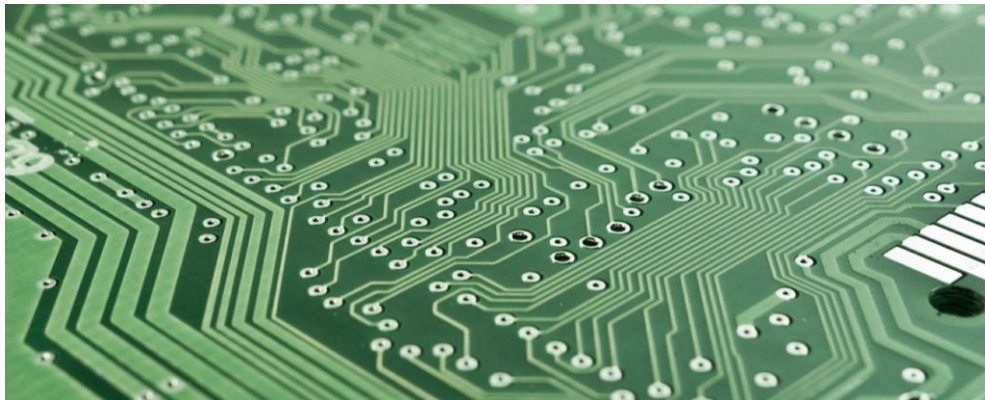
Microsoft's Impact on Our Planet

In 2017, Microsoft invested in Eye Control and Seeing AI, which are new features for blind and low-vision users.

They have also donated a **record-breaking \$1.5 billion** to non-profits to date.

3. Cisco

A multinational tech conglomerate interested in bettering the planet.



Cisco has a goal set to positively impact **1 billion people** by the year 2025. The San Francisco software company uses their resources to contribute to:

- **Disaster relief around the world**
- **Healthcare system efficiency**
- **Education in disadvantaged communities**

Cisco's Impact on Our Planet

In their 2017 fiscal year, Cisco **reduced their GHG emissions by 40%** and helped over 154 million people by investing in technology-based programs for non-profits.

4. LUSH

An eco-friendly beauty company focused on protecting the planet through their products.



The cosmetic company has a **zero-waste** goal, which they achieve by using as little packaging as possible. When wrapping is unavoidable, they aim for it be **100% recyclable, compostable, or biodegradable**.

LUSH's Impact on Our Planet

By working with sustainable suppliers, LUSH has protected over 300 trees and reduced greenhouse gas emissions by 28,000 carbon dioxide equivalents this year alone.

Plus, they **save more than 118,800 gallons of water annually** by making shampoo in solid bars rather than bottling it.

5. Coca-Cola

Empowering women and maintaining sustainability,
one refreshment at a time.



The soft drink company has a variety of initiatives under their umbrella, like 5by20. This is a program that provides training and mentoring to **help women succeed in business**. The initiative benefitted at least 1.7 million women in 2017 alone.

Coca-Cola's Impact on Our Planet

100% of Coca-Cola's coffee and tea products, plus over 50% of their lemon and beet sugar ingredients, are from more **sustainable sources** than they've ever been prior to 2017.

6. TOMS

Giving back is the heart and sole of this environmentally-friendly apparel company.



TOMS was founded on the concept of **sustainable giving**.

Their One for One model, which began with a donation of one pair of shoes for every pair bought, has expanded even further. Now, every purchase provides:

- **Eye exams and vision treatments**
- **Sustainable water systems**
- **Safe-birth facilities**
- **Crisis counselling training**

TOMS Impact on Our Planet

To date, TOMS has donated more than **86 million pairs of new shoes** to children in need.

7. Levi's

Conserving water through thoughtful manufacturing processes of iconic denimwear.



Levi's Water<Less campaign has reduced water use in their manufacturing facilities by up to **96%** in a quarter of all their products.

Since the jean company launched the initiative in 2011, it has **saved over one billion litres of water**.

Levi's Impact on Our Planet

Today, **25%** of Levi's merchandise is made through the Water<Less process.

They are working towards getting up to **80%** of their products manufactured in the same way by the year **2020**.

8. LinkedIn

A corporate social media platform making youth, veterans, and refugees a priority.



LinkedIn offers what it calls a Volunteer Marketplace. Here, members can find ways to participate in **volunteer opportunities**, mentorships, and more.

LinkedIn's Impact on Our Planet

LinkedIn for Good is the social networking service's not-for-profit branch. It supports a wide variety of initiatives that help communities find economic opportunity, including:

- **Youth training organizations**
- **Career services for veterans**
- **Refugee resource networks**

9. Ben & Jerry's

A frozen treats business offering two scoops of integrity and goodwill.



The Ben & Jerry's Foundation was formed in 1985. Its mission? To encourage their employees to participate in **social change** work.

It also promised to assign 7.5% of the ice cream company's pre-tax profits to philanthropy.

Ben & Jerry's Impact on Our Planet

Today, the foundation **donates more than \$1.8 million per year**. This money supports initiatives related to grassroots activism, sustainability, and a variety of community programs in their home state, Vermont.

10. Starbucks

Integrating sustainability into all of their practices, from bean to brewing.



Named the **World's Most Ethical Company** by the Ethisphere Institute in 2017, Starbucks is committed to ethical sourcing and fair trading.

Starbucks' Impact on Our Planet

Along with aiming to make coffee the **first sustainable agricultural product**, the coffee purveyors:

- Use **responsible building materials** and **energy efficient designs** in their stores
- Promise to hire at least **10,000 refugees** within the next five years
- Established **Support Centers** in Costa Rica and Rwanda to provide **resources** to **coffee farmers**



PART FIVE:

Outback's Commitment to CSR

*How Our Company Gives
Back*

Outback Cares

Supporting causes close to both our team members' and customers' hearts.



Outback Cares is our charitable giving program. It includes a number of initiatives that support the communities that we live and work in, while cultivating a compassionate company culture.

Some of our contributions include:

- **Fundraisers Donations** – Prize giveaways to support organization's fundraising initiatives, such as silent auctions, open houses, and golf tournaments.
- **Company-Sponsored Volunteer Days** – Team members are given days off to volunteer at an organization of their choice.
- **Beach Clean Up** – At this event, we'll collect garbage and debris from the shoreline of a local beach.

3 Most Popular Charity Team Building Activities

Bond with your coworkers while making a positive impact through our philanthropic-themed events.



Outback's charity activities combine team building with philanthropy to create experiences that are fun and also make a **real difference**.

Your team can participate in some of our most popular ones, such as:

1. **Charity Bike Buildathon** – Construct, decorate, and donate bicycles to a local children's charity.
2. **Military Support Mission** – Create customized care packages that benefit the troops abroad.
3. **Random Acts Of Kindness** – Compete to see who can do the most good deeds before time runs out.



We just had a fabulous experience with your team and Military Support Mission. You did a tremendous job, we couldn't have asked for any more fun. Everybody should try this!

The Safelite logo consists of a stylized red and black swoosh above the word "Safelite" in a bold, red, italicized sans-serif font. To the right of "Safelite" is a registered trademark symbol (®) and the word "AutoGlass" in a black, italicized sans-serif font.
Safelite® AutoGlass

The team from **Safelite AutoGlass** participated in a [Military Support Mission](#) activity.



Get In Touch

To learn more about how to add to your CSR program with charitable team building, get in touch:



1-800-565-8735



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www.outbackteambuilding.com

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