Empowered Employees
Introductions

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Corporate Social Responsibility
CyberGrants, WeSpire

Fundraising and Engagement
everyaction, Network for Good, GiveGab, salsa, Mobilize, ActionKit, DonorTrends

Case Management
Social Solutions

are now part of Bonterra
We power those who power social impact.
ERGs Drive Positive Outcomes
Implementing ERG programs makes great business sense and leads to positive company-wide outcomes.

- 39% Increase in employee job satisfaction from ERG members
- 29% Increase in employee engagement
- 79% of companies offering ERGs focus on cultural & ethnic diversity
- 90% of the Fortune 500 have ERGs
- 14% Increase in employee retention rates
- 35% of the most diverse companies have financial returns above industry medians
- 7% Increase in employee productivity
- 85% of Millennials want to work for companies with diverse workforces
The five dimensions of ERGs foster belonging, purpose, career growth, and community impact

External Engagement
Allyship
Leadership Connection
Internal Community Building
Career Advancement
Comcast TeamUp
Team UP is Comcast’s always-on national community employee engagement program providing opportunities for employees to get more involved in their local communities.

Our reimagined approach allows for employees to:

- **SERVE** their communities through traditional or skill-based volunteering,
- **GIVE** charitable donations to their favorite organizations, with a company match, and
- **GROW** their leadership skills through our volunteer leader network and serving on nonprofit boards
YEAR 1 SUMMARY*

- 10K Comcast teammates engaged
- 6,000 Organizations impacted
- 40K+ Total volunteer hours logged
- $5.4M Total donated, including matches

*Data from June 2022 to May 2023
ERGs AT COMCAST

Our Employee Resource Groups are voluntary, employee-led groups that provide a supportive network where employees can connect, share their experiences, and find opportunities for personal and professional growth. These groups are a key component of nurturing a sense for employee belonging, visibility, and cultural understanding, creating a safe space where employees can bring their best authentic selves to the table.

25k+
Comcast ERG members

120+
Local Comcast ERG chapters

9
ERG Types

Asian Pacific Americans @Comcast
Black Employee Network @Comcast
Indigenous @Comcast
MyAbilities Network @Comcast
Out @Comcast LGBTQ+ & Ally Alliance
Unidos @Comcast
Women's Network @Comcast
Veterans Network @Comcast
Young Professionals Network @Comcast
Measurable ERG Outcomes
Employees in effective employee resource groups report higher positive inclusion scores than employees in ineffective employee resource groups.

Average inclusion score by employee resource group (ERG) effectiveness,¹ 0–100 scale

Employees in effective ERGs²

Employees not in ERGs

Employees in ineffective ERGs³

¹ Inclusion score based on the overall inclusion experience of an employee as measured by McKinsey’s Inclusion Assessment.

² Defined as employees who rated their ERGs as “effective” or “very effective” in one or more of the following dimensions: external engagement, allyship, leadership connection, employee community building, career advancement.

³ Defined as employees who rated their ERGs as “ineffective” or “very ineffective” in one or more of the following dimensions: external engagement, allyship, leadership connection, employee community building, career advancement.

Many companies express transformative diversity, equity, and inclusion aspirations, but not as many have a transformative infrastructure.

- Buy-in and alignment with clear purpose, plans and goals
- Consistency & common metrics across ERGs
- ERG participation should not be ‘extra’
- Connection to other CSR programs

Diversity, equity, and inclusion maturity assessment, % of companies

<table>
<thead>
<tr>
<th>Aspiration</th>
<th>Infrastructure</th>
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<tbody>
<tr>
<td>Basic or reactive Nothing in place or only on an ad hoc basis</td>
<td></td>
</tr>
<tr>
<td>Strategic</td>
<td>Well defined with leadership commitment and supporting processes</td>
</tr>
<tr>
<td>Transformative</td>
<td>Innovative and set up for success with overall business strategy</td>
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Note: Aspiration refers to a company’s vision statement or goals; infrastructure refers to a company’s employee resource and allyship groups.

McKinsey & Company
Since 2021, the top two drivers of employee engagement are:

- A sense of belonging
- Pride in a company’s efforts to have a positive impact on the world

In 2020, the top two items were confidence in senior leadership and learning and development opportunities.
ERGs are supportive of and active in social responsibility initiatives including volunteer activities, workshops, and cultural activities.

- Promote cultural activities for all employees: 87%
- Participate in volunteer activities that they coordinate: 81%
- Host workshops for all employees: 74%
- Participate in company-organized volunteer activities: 74%
- Coordinate with CSR team on ERG-specific volunteer activities: 64%
- Raise funds to support local community efforts: 50%
- Fund local community efforts through their assigned budget: 44%
- Host workshops for members only: 44%
- Promote cultural activities for members only: 41%
- Weigh in on areas or orgs for the CSR team to fund: 41%
- Other: 3%

How do your ERGs support social responsibility?
Justice, Equity, Diversity and Inclusion nonprofits face significant funding challenges

Only $.06 of every philanthropic dollar is devoted to racial equity, and only $.01 toward racial justice.

Racial bias in philanthropic giving has resulted in underfunding Black communities by $2 billion.

Minority-led nonprofits agree that a top challenge in securing corporate funding is establishing relationships.
ERGs can show measurable impact to their companies and communities through nonprofit partnership

76% of executives acknowledge the role of business in perpetuating systemic racial inequality and are committing to action now more than ever.

Employees are the #1 influencer in a company’s nonprofit partner selection

30% of employees don’t give through employee matching programs because the causes they support are not available

ERGs have a unique opportunity to increase giving and awareness to underserved nonprofits and boost engagement by fostering those connections.
Actions for ERGs to boost community impact & build trust

- Define mission statements for how the ERG will positively impact the community
- Define measurable goals to communicate the success of that impact (e.g. hours volunteered)
- Partner with nonprofits that align with the ERG mission and the philanthropic goals of the company
- Champion those nonprofits internally through giving campaigns or volunteering events
- Invite ERG leaders to participate in grantmaking programs
- Showcase success and impact on corporate / external websites
Success Measures and ERG Implementation

Volunteerism hours by ERGs

Corporate funds directed by ERGs

Overall employee engagement – ERG members v. non members

Engagement by non-ERG members in ERG programming (recruitment and allyship)

Member promotion rates (where measurable per data regulations)

Talent acquisition and retention
Thank you!

What questions do you have?