

# 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.

**Business Interest  
Groups**

**Employee  
Networking  
Circle**

**Employee  
Resource  
Groups**

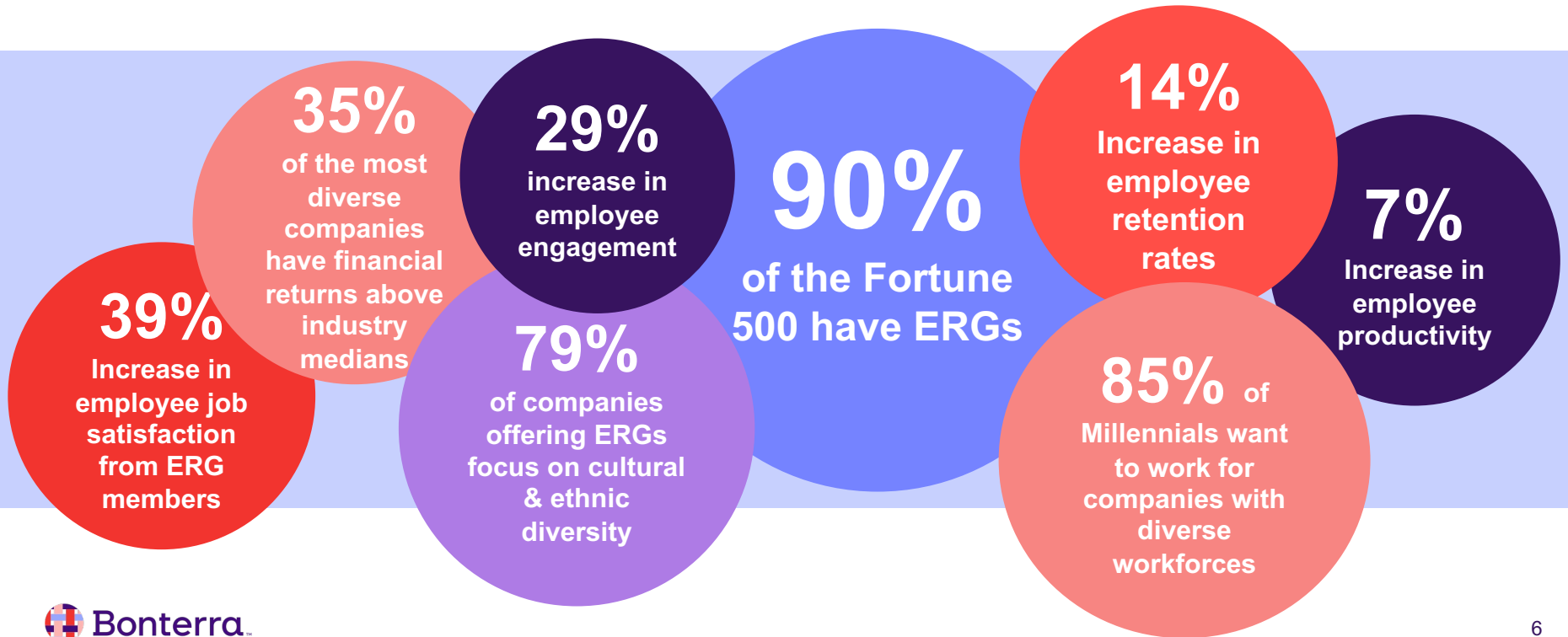
**Affinity Groups**

**Business  
Resource  
Group**

**Employee  
Network Group**

# ERGs Drive Positive Outcomes

# Implementing ERG programs makes great business sense and leads to positive company-wide outcomes



# The five dimensions of ERGs foster belonging, purpose, career growth, and community impact



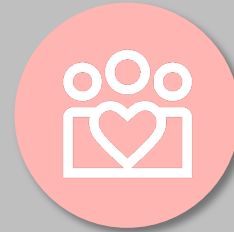
**External  
Engagement**



**Allyship**



**Leadership  
Connection**



**Internal  
Community  
Building**



**Career  
Advancement**

# Comcast TeamUp



# TEAM UP OVERVIEW



Team UP is Comcast's always-on national community employee engagement program providing opportunities for employees to get more involved in their local communities.

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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

# Team UP





# 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

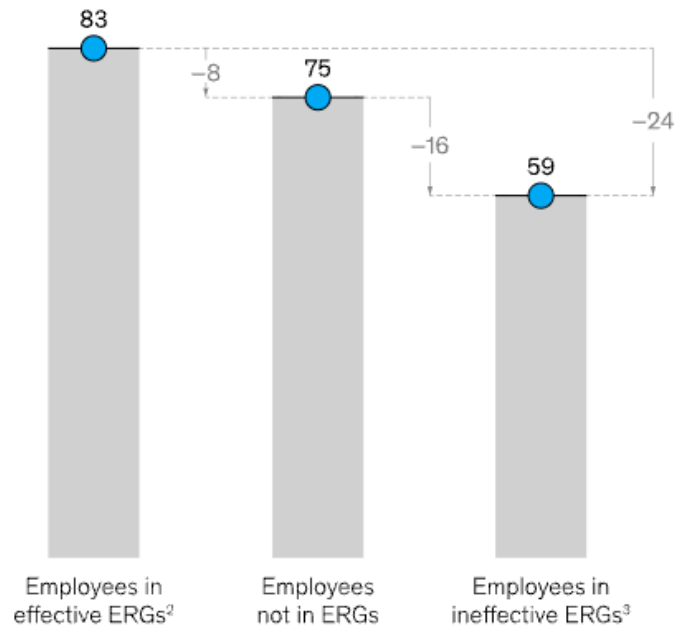
9 ERG  
Types



# 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,<sup>1</sup> 0–100 scale



<sup>1</sup>Inclusion score based on the overall inclusion experience of an employee as measured by McKinsey's Inclusion Assessment.

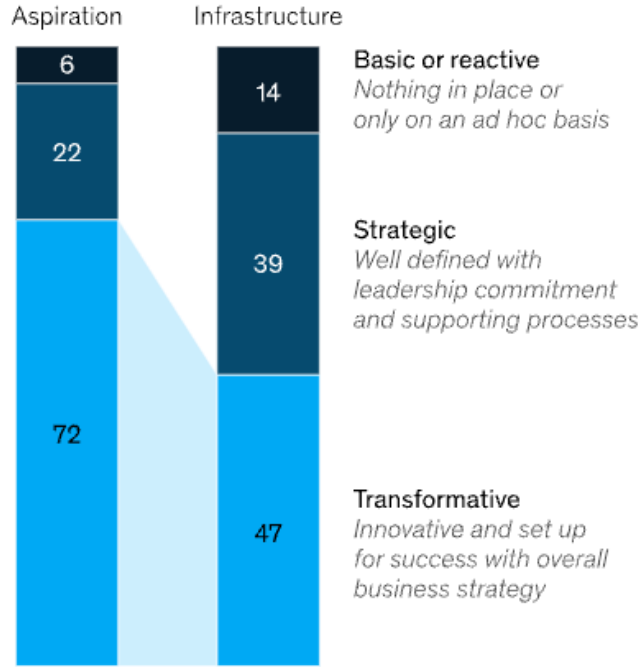
<sup>2</sup>Defined as employees who rated their ERGs as "effective" or "very effective" in one or more of the following dimensions: external engagement, allyship, leadership connection, employee community building, career advancement.

<sup>3</sup>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.

Source: McKinsey Race in the Workplace Survey 2021, Oct–Dec 2020 (n = 24,282)

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

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



Note: Aspiration refers to a company's vision statement or goals; infrastructure refers to a company's employee resource and allyship groups.  
Source: McKinsey Race in the Workplace Survey 2022; McKinsey's People and Organization Practice Maturity Assessment research across 52 organizations, Jan–May 2022

- 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

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.



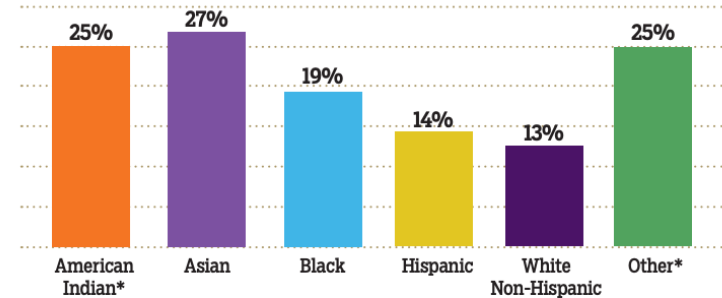
# Justice, Equity, Diversity and Inclusion nonprofits face significant funding challenges

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.

**RATES OF GIVING TO RACIAL AND SOCIAL JUSTICE**  
BY RACIAL AND ETHNIC GROUPS



# 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?