



Benefits for Company and Organization Teams

Donate Life Run/Walk associates companies with a powerful cause, increasing corporate credibility, brand exposure and consumer loyalty.

The 2001 and 2002 Cone Roper Report proves that a company's involvement with programs like Donate Life Run/Walk also enhances employee loyalty and boosts morale:

- Employees whose companies support social issues are almost 40 percent more likely to be proud of their company's values.
- Nearly 25 percent are more likely to be loyal to their employers than those whose companies do not engage in such efforts.
- Nearly six in 10 employees (57 percent) wish their company would do more to support a social issue.
- With more than three-quarters of Americans today considering a company's commitment to social issues when deciding where to work, executives attempting to strengthen internal morale should recognize the powerful impact of cause programs on employee attitudes and behavior.

In 2007, there were over 100 company or organization teams that supported Donate Life Run/Walk. The corporations themselves spearheaded most of the teams formed. This showed their employees the company's institutional commitment to the community and to a cause that deeply affects thousands of Californians.

Donate Life Run/Walk provides an opportunity for companies to not only attach their brand to a cause, helping to essentially grow sales and build customer loyalty, but to increase trust among the core of that company—its employees.

Through Donate Life Run Walk, companies and their employees can make a difference by supporting Donate Life California's efforts to save lives through organ and tissue donation.

If your company is interested in supporting Donate Life Run/Walk in addition to forming corporate teams, please contact Kathleen at khostert@onelegacy.org