



Benefits for Company And Organization Teams

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

The 2004 Cone Corporate Citizenship Study proves that a company's involvement with programs like the Donate Life Run/Walk also enhances employee loyalty and boosts morale:

- **81% of Americans consider a company's social commitment when deciding where to work.**
- **89% of American believe that corporations and nonprofits should work together to raise money and awareness for causes. Moreover, 82% say that these types of partnerships result in a more positive image of the company.**
- **89% of Americans can name a company which they believe to be a strong corporate citizen. This is up from 26% in 1999.**

In 2009, there were over 120 company or organization teams that supported the 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.

The 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 the 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 the Donate Life Run/Walk in addition to forming corporate teams, please contact Kathleen Hostert at khostert@onelegacy.org.