



USE CASE

SHARED PHILANTHROPY BUILDS A MORE INCLUSIVE CULTURE



Shared philanthropy builds a more inclusive culture for video tech company

Scenario

An international video technology conferencing company was looking for ways to do more than the status quo when it came to charitable giving. Historically the company made one or two large donations to a charity chosen by the CEO.

Solution

Whistle launched a new type of philanthropy program built around Whistle Payments that gave every employee a philanthropy budget so each person in the company could give \$100 to any charity of their choice.

Impact

Within a month 52 different not-for-profit organizations received payments while the company could track how every dollar was spent – making both administration and accountability simple. It also changed the way leadership thinks about charitable giving – engaging everyone and catering to a more diverse set of employee interests.

Behavioral science research shows that giving has a greater impact than receiving. By giving everyone the ability to give, companies can create more value from existing charitable contributions and support a more diverse set of interests, so everyone feels connected to the cause.

About Whistle

Whistle helps companies create employee loyalty. From better onboarding to employee payments, remote team engagement to learning experiences – the Whistle platform integrates the key elements that create employee loyalty, and better business outcomes.

Simple. Easy. Just whistle.



SIGN UP FOR FREE

Or contact us to learn more and how we can help improve your employee loyalty.

www.weWhistle.com