

Employee Engagement in Charlotte

Corporate Survey

OVERVIEW

SHARE Charlotte, the region's connector between companies and nonprofits, conducted a survey to better understand how Charlotte-area companies engage their employees to create meaningful community impact.

Employees are among a company's greatest assets for community engagement contributing their **time, skills, expertise, networks, and resources** to strengthen local nonprofits and the Charlotte community.

The survey explored six key areas:

- Employee Volunteerism & Participation
- Nonprofit Board Development & Placement
- Employee Resource Groups (ERGs)
- Types of Support Provided to Nonprofits
- Data, Impact & Reporting
- Challenges & Opportunities

Survey Participation:

The survey was distributed via email in August 2026 to 50 Corporate Social Responsibility (CSR) and Corporate Citizenship leaders representing companies with a significant presence in Charlotte.

Participating companies ranged in size from **100–499 employees to 10,000+ employees**.

We received **30 responses, representing a 60% response rate** and providing valuable insight into how companies across Charlotte are approaching employee and community engagement.

OUR GOAL

The goal of this research was to better understand **how Charlotte-area companies are activating their employees in the community today and where they see opportunities to deepen that engagement in the future.**

We also wanted to better understand the corporate perspective so that local nonprofit leaders can become stronger partners to companies and their employees.

The findings are intended to help nonprofits better understand how CSR, Corporate Citizenship, and Community Engagement leaders approach employee involvement and identify ways nonprofits can make it easier and more meaningful for companies to engage their employees through **volunteerism, nonprofit board service, skills-based support, and other forms of community involvement.**

Ultimately, this research is designed to help strengthen the connection between **companies, employees, and nonprofits** so that together we can create greater impact across Charlotte.

60%

Companies Responded

50

CSR &
Corporate Citizenship
Leaders Surveyed

100–10,000+

Company Size Range

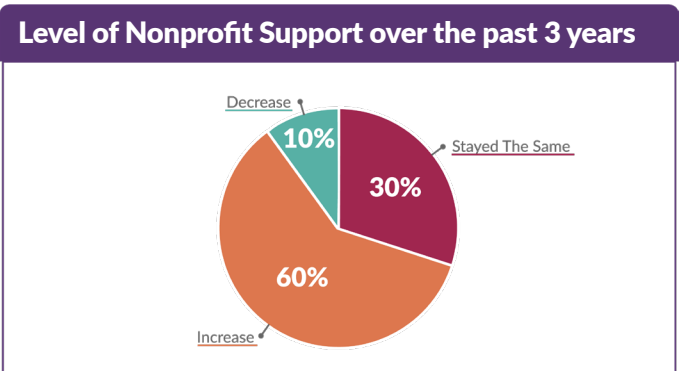
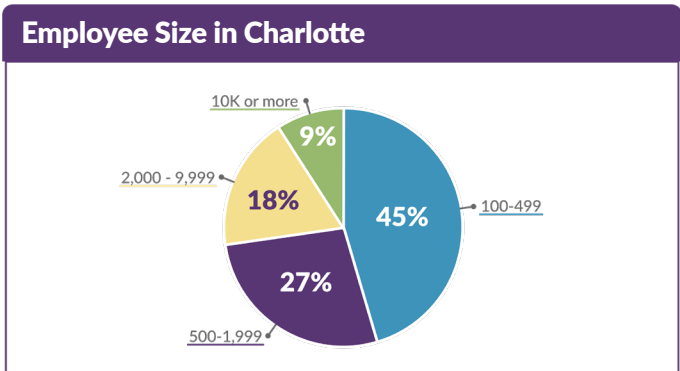
6

key areas explored

**Time + Skills + Expertise +
Networks + Resources**

Employee Engagement

SURVEY RESULTS



VOLUNTEERISM

Questions	Results
Does your company offer structured volunteer programs for Charlotte-based employees?	55% - Formal Organized Program 36% - Informal (Employees Self Organize) 9% - Mix of both
What is your approximate annual volunteer participation rate among Charlotte-based employees?	9% - We don't currently track 27% - Less than 10% of employees 9% - 10-24% of employees 36% - 25-49% of employees 9% - 50 - 74% of employees 9% - 75% or more of employees
How has employee volunteer participation changed over the past 3 years?	18% - Not enough data to say 18% - Stayed about the same 36% - Moderately increased (5-20%) 18% - Significantly increased (>20%) 9% - Moderately decreased (5-20%)
What is the primary barrier to higher volunteer participation?	80% - Time / workload constraints 20% - Employees aren't aware of opportunities

NONPROFIT BOARD SERVICE

Questions	Results
Does your company facilitate placement of employees on nonprofit boards?	55% - Yes — informally, on employee request 27% - Yes — through a formal program 18% - No
What levels of employees do you typically place on nonprofit boards?	18% - Directors/Vice-Presidents 64% - Senior Leadership/C-Suite 18% - Senior Leadership to Individual Contributors
Do you offer training or preparation for employees joining nonprofit boards?	55% - No — we rely on the nonprofit to train them 18% - Yes — structured training program 18% - Yes — informal coaching or mentoring
How interested is your company in expanding nonprofit board placements?	36% - Somewhat interested 36% - Very interested — actively looking to grow this 27% - Not currently a priority

EMPLOYEE RESOURCE GROUPS

Questions	Results
Does your company have Employee Resource Groups (ERGs)?	80% - Yes 20% - No
Do your ERGs have dedicated budgets to support nonprofits?	10% - Yes — some ERGs have budgets 50% - Yes - all ERGs have budgets 30% - No Budget - they rely on CSR budget
What would most help your ERGs engage more effectively with local nonprofits?	40% - More curated volunteer opportunities 40% - Networking Events with nonprofit leaders 20% - More ERG budget

FEEDBACK

“How could nonprofits better help you demonstrate impact?”

- **DIRECT QUOTES** from the nonprofit about the firm's positive impact through volunteer service.
- **ONE-PAGERS** with the most important information are better than multi-page documents.
- Lead the **STORYTELLING** efforts with partner input vs corporations trying to tell the direct impact.
- Nonprofits can outline the problem and **SHOW HOW CORPORATE VOLUNTEERS AND DONATIONS SOLVES THAT PROBLEM**. In addition, be able to provide a direction connection through **data that outlines how corporate support is decreasing the gap**. These are things that we can take back to our executive team to gain stronger budgets and support.

“Where do you see the greatest opportunity to deepen your company's impact on Charlotte nonprofits?”

- We have a **large global footprint**. We still have work with introducing ourselves to the Charlotte community. In addition, showing that we are **open to support and volunteer**.
- Creating a **formal program** in 2027 where we will be able to connect our employees to volunteer opportunities.
- **Board placement and leadership training**.

Key Takeaways for Nonprofits:

Volunteering:

Make volunteering as easy as turnkey as possible to help combat busy work schedules.

Board Service:

Make your corporate partners aware of board seats and ensure you have a training plan.

Employee Resource Groups:

What engagement opportunities (volunteerism, wishlist needs, some funding) do you have for Employee Resource Groups, send those to your corporate contacts.

Impact/Storytelling:

Take the lead in storytelling about employees volunteering and the impact it has had on your organization. Tag the company, CSR contacts and employees so they can re-post/re-share.

- CSR teams often have limited marketing support and multiple layers of approval for public communications. By taking the lead on storytelling, you can help share the impact of your partnership more quickly and amplify the good you're doing together.

SHARE Charlotte Corporate Engagement Offerings

Your partner in planning and managing impactful engagement opportunities

Team Volunteer Opportunities

End-to-end management of team volunteer experiences that reduce your workload and maximize employee impact.

Volunteer Fairs

Fun, dynamic volunteer fairs that bring employees face-to-face with inspiring nonprofits.

Nonprofit Board Service

Board Leadership Development and Matching Programs that connect employees with meaningful board service opportunities.

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