

Despite Economy, Top E-Tailer Reserves 400 Days to Volunteer

Dear ,

The Indiana University of Philanthropy recently reported that “every time the stock market drops by 100 points, charitable giving declines by 1.85 billion dollars.” Not surprisingly, the current economic landscape has forced many companies to cut back on corporate giving or abandon philanthropic initiatives all together. Many businesses have been compelled to get creative when it comes to giving back. In case you’d like to explore this trend for a potential story, I just wanted to flag you on one such company.

CSN Stores, a top three online retailer with over 200 e-boutiques, including cookware.com, luggage.com, strollers.com, bedrooms.com, and more, has, on top of its preexisting matching program, recently added the new Volunteerism Incentive to its benefits package.

This year, all 400 full-time employees are entitled to one additional paid day off to use towards volunteering. CSN believes that, though this is a difficult year to set aside significant funds for charitable organizations, it’s still important to engage the community in any way possible. Below are a few brief notes on the benefit:

- The day can be used all at once, or split into two, four-hour afternoons.
- The day can also be taken at anytime throughout the year. Whereas some companies that offer a similar benefit tend to do so only during the holiday season, or on pre-selected dates, CSN leaves every day open, as charitable organizations help throughout the year.
- This benefit results in over 3,200 volunteer hours.

Outside of this new wrinkle, I also wanted to quickly outline CSN’s Charitable Giving Program. While many companies have closed the door on their matching programs, CSN’s remains 100% intact. We encourage all employees to explore volunteering and charitable causes and will match, dollar for dollar, the amount they raise for the specific organization or event. We feel as though this generous program gives employees added incentive to get involved in the community.

Please let me know if you’d like more information or would like to speak to someone within CSN regarding our Volunteerism Incentive or our matching program. Thanks again,

Will

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