



Shared Purpose

POWERED BY UNITED WAY



UNITED WAY
North Central
New Mexico

Top organizations use corporate social responsibility as a means to attract and retain the best talent and to meet their client's expectations for community investment.

United Way of North Central New Mexico helps companies cultivate and achieve their corporate social responsibility goals. Achieving a stronger, more vibrant and prosperous community is our shared purpose. Companies partnering with United Way through shared purpose co-create greater value through impact, community engagement, and reputation.

Studies show that companies with social responsibility goals operate at a higher capacity: better employee engagement, higher revenue, and less turnover. Let us help you make that first move!



Sustainable corporate social responsibility goals yield many benefits, including:

Attracting and retaining the best employees

According to Harvard Business Review, social responsibility is one of the top five intangible benefits that potential employees look for when evaluating job opportunities. In fact, 79% of people prefer to work for a socially responsible company.

Building stronger leaders

Human resources professionals overwhelmingly agree (90%) that pro-bono volunteering is an effective way to develop leadership skills.

Creating more loyal clients

Consumers are increasingly steering business toward companies that are socially responsible. According to a 2015 Cone study, 90% of global consumers are likely to switch brands to one associated with a good cause, given comparable price and quality.

Building trust in their communities

Building strong ties in the communities in which they do business can help an organization tackle any obstacles and build loyalty.

“Shared Purpose exists at the intersection of business interests and community needs.”