

## Business Benefits

Find out how can working with St. Margaret's can help you achieve your organisation's business aims and objectives.

Here are a few proven outcomes:

◆ Customers:

86% of consumers indicated that when price and quality were equal, linking with a charity would make the difference to which product they purchased. (*Winning Game 1996*)



◆ People:

88% of British employees believe that it is important that the organisation they work for is committed to living its values, but only 45% believe their employer does. (*FastForward Research 2003*)

◆ Corporate Social Responsibility:

86% of consumers had a better perception of a company trying to do something to make the world a better place. (*Winning Game 1996*)

◆ Leadership:

4 in 5 Chief Executives argue that the business benefits of engagement are not exaggerated. (*FastForward Research 2003*)

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Registered Head Office: St. Margaret's Somerset Hospice, Heron Drive, Bishops Hull, Taunton, Somerset TA1 5HA | Tel: 01823 345901 | A company limited by guarantee.

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