

# NEWS RELEASE



Contact: Madison Trimble

703.528.1007

[mtrimble@healthcharities.org](mailto:mtrimble@healthcharities.org)

## *For Immediate Release*

### Shifting Giving Trends Leads to Impactful Causes

**Washington, DC (January 20, 2016)** – To continue aligning with current workplace giving and employee engagement trends, Community Health Charities (CHC) announced a new product today called High Impact Causes. This product is designed to call attention to important health causes from some of the most trusted health charities in America, while further engaging employee giving and volunteer opportunities.

Employee giving trends have shifted largely due to Millennials, who are increasingly making up the majority of today's workforce. Recognizing this shift, CHC has developed a series of High Impact Cause campaigns that raise money to support the work of their health charities and raise awareness of specific issues. Each individual High Impact Cause combines giving and volunteer opportunities with communication tools to support a comprehensive workplace giving campaign.

"Approximately 80 million Millennials live in the U.S. today and by 2020 will make up 50 percent of the workforce," said Derrick Feldmann, Lead Researcher, Millennial Impact Project. "Now is the time to change workplace giving strategies and engage employees by focusing on their interest to get involved with social issues and connecting with organizations that go beyond mission statements in order to raise the support necessary to make a difference with the individuals they serve."

There is no silver bullet to address all of the health issues facing our country. Rather, CHC has brought together some of the most credible health charities addressing a variety of aspects of a single health issue, allowing for a systems approach to tackling these challenges. This is a philosophy that focuses on a mix of interventions needed to generate material change for health in the United States.

"CHC is at the forefront of identifying employee engagement trends and with these High Impact Causes, we can strengthen the partnerships between our network of vetted health charities and our corporate partners who want to give employees the opportunity to support health causes that impact their family and their community," said Thomas G. Bognanno, President & CEO of Community Health Charities. "Companies and employees can give with confidence knowing that their contribution will fund a comprehensive approach to a cause that resonates with them, such as the well-being of our children, the physical and social needs of our veterans or diseases that impact the most lives."

-more-

# NEWS RELEASE



## *High Impact Causes Cont'd...Page 2*

To kick-off the High Impact Cause campaigns and to address employers who want to support children's health in a more holistic way, CHC introduced its first High Impact Cause today called Every Kid Deserves® (EKD). This High Impact Cause is comprised of leading children's health charities that are improving the health, wellness and quality of life of children in the United States. Curated by CHC experts, this High Impact Cause will support research and development, need-based patient care, family support and child/youth homelessness. Initially, the charities that are part of the EKD High Impact Cause will include: St. Jude Children's Research Hospital, Children's Health Fund, Alliance for a Healthier Generation, Covenant House and SeriousFun Children's Network.

Stay tuned for new High Impact Causes being announced throughout 2016. For more information about Community Health Charities and our High Impact Causes, please visit [www.healthcharities.org/causes](http://www.healthcharities.org/causes) or call 1-800-654-0845.

###

### **About Community Health Charities**

Community Health Charities improves the lives of people affected by a disability or chronic disease by uniting caring donors in the workplace with the nation's most trusted health charities. Over the past five years, Community Health Charities has raised more than \$400 million to support the missions of the nearly 2,000 charities in our network.

### **About Derrick Feldmann**

Derrick Feldmann is a proud partner of Community Health Charities and a sought-after speaker, researcher and advisor for cause engagement. He is the lead researcher and creator of the Millennial Impact Project, an oft-cited, multi-year study of how the next generation supports causes, and the producer of MCON, a national annual conference of more than 20,000 viewers that explores whether and how organizations are taking advantage of today's heightened interest in causes to create movements. Derrick is president of Achieve, a research and campaigns agency. He is also the author of *Social Movements for Good: How Companies and Causes Create Viral Change* and *Cause for Change: The Why and How of Nonprofit Millennial Engagement*.