

## CASE STUDY

# POWERED BY PURPOSE: HOW HUNTINGTON BANK IS DRIVING EMPLOYEE ENGAGEMENT THROUGH COMMUNITY SERVICE

300

Huntington Bank employees engaged

12,240

MATTERbox Snack Packs were distributed into communities.

Huntington National Bank is an American bank holding company headquartered in Columbus, Ohio. Founded in 1866, Huntington operates 1,047 banking offices, primarily in the Midwest. As one of the largest banks in America, Huntington is committed to investing in the communities in which they operate.

Huntington is powered by purpose and a shared desire to serve others. One of the many ways the company has created an ethos of service is by encouraging their employees to volunteer in the communities in which they work. In fact, its employees have dedicated more than 28,500 hours to support over 1,100 community organizations across the country. Huntington has partnered with MATTER to create several food packing events for their employees.

At Huntington, we're committed to the success of the communities we serve, because we know that a healthy, strong community is necessary to build a healthy, strong company," said Derrick Johnson, Group Manager for Huntington. "A key piece of that commitment is our dedication to volunteerism, and each year, our colleagues show their service heart by giving back and supporting people in our communities. To help them do that, we encourage all of our colleagues to volunteer in their communities and provide wellness dollars to those who participate in Huntington-supported volunteer events."

The idea of corporate volunteerism started with ice cream giant, Ben & Jerry's, in the 1970's and has grown ever since. A study by U.S. News in 2022 found

46% of companies surveyed offer some form of a volunteer time off (VTO) program.

And it's no wonder. Studies show that companies that offer volunteer opportunities have a more engaged and loyal workforce. Here are a few key findings from recent surveys assessing today's corporate landscape:

- 88% of employers believe effective employee engagement programs help attract and retain employees. (Source: America's Charities Snapshot Employer Research<sup>1</sup>)
- 77% of employers believe that offering employee engagement opportunities is an important recruitment strategy to attract millennials. (Source: America's Charities Snapshot Employer Research<sup>2</sup>)

- 70% of employees say it is imperative or very important to work for an employer where mission and value align. (Source: America's Charities Snapshot Employee Donor Research<sup>3</sup>)
- 53% of millennial respondents said having their passions and talents recognized and addressed is their top reason for remaining at their current company. (Source: 2014 Millennial Impact Study<sup>4</sup>)
- Employees most committed to their organizations put in 57% more effort on the job—and are 87% less likely to resign—than employees who consider themselves disengaged. (Source: PwC "Keys to Corporate Responsibility and Employee Engagement"<sup>5</sup>)

According to a Gallup, here's how an engaged workforce impacts the bottom line:

- 10% higher customer ratings
- 17% higher productivity
- 20% higher sales
- 21% higher profitability

Here are some ways employees become more engaged in their companies when provided opportunities to volunteer in their community:

- **Sense of Purpose:** By participating in volunteer activities, employees can feel that they are making a positive impact on their community and contributing to a cause they care about. This can enhance their sense of purpose and fulfillment in

their work, leading to increased engagement and motivation.

- **Team Building:** Volunteer activities can provide employees with an opportunity to work together and build stronger relationships with their coworkers. This can improve collaboration and communication within the workplace, leading to higher levels of employee engagement.
- **Leadership Development:** Volunteer opportunities can provide employees with the opportunity to take on leadership roles and develop their skills. This can help employees feel more confident and competent in their work, leading to increased engagement.
- **Employee Recognition:** Companies can use volunteer activities to recognize and reward employees for their efforts. This can improve employee morale and increase engagement, as employees feel appreciated for their contributions.
- **Alignment with Company Values:** By participating in volunteer activities, employees can see that their company values giving back to the community and making a positive impact. This can increase their loyalty and attachment to the company, leading to higher levels of engagement.

## MATTERbox Event Feedback

**99%**  
AGREE

I feel that my company, by participating in volunteer events like this one, makes the community stronger.

**98%**  
AGREE

I am proud to work for a company that allows me to volunteer at events like this during working hours.

**95%**  
AGREE

I am more satisfied working at my company because they offer volunteer opportunities like today's event.

**92%**  
AGREE

I feel more loyal to my company because they offer volunteer opportunities like today's event.

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*These events are not only impactful for those receiving the snacks, but also for our colleagues, who can see the value and impact in the work they are doing.*

Huntington Bank understands the value of building an engaged workforce through corporate volunteerism. In 2021, they committed to a five-year, \$40 billion community investment initiative.

As part of that initiative, Huntington has partnered with MATTER to create several food packing events for their employees, giving them fun, team-building opportunities to help provide beneficial food to children and families across the United States.

“Through a number of MATTER events in the Twin Cities and Chicago, dozens of Huntington volunteers have packed thousands of MATTERboxes to help address food insecurity in the communities we serve,” Mr. Johnson commented. “These events are not only impactful for those receiving the snacks, but also for our colleagues, who can see the value and impact in the work they are doing.”

According to surveys of employees who volunteer at MATTER packing events, the impact on employees is significant, as are the benefits to the companies themselves.

As our culture becomes more socially aware, it's simply good business for companies to provide volunteer opportunities for their employees. As we've seen, both communities and businesses thrive when employees are given these opportunities. MATTER food packing events are the perfect way to engage employees in doing good for their communities. Not only do employees respond positively to these events, but the beneficial food they pack directly impacts those suffering from hunger and food insecurity.

## About Huntington Bank

Huntington Bancshares Incorporated (Nasdaq: HBAN) is a \$204 billion asset regional bank holding company headquartered in Columbus, Ohio. Founded in 1866, The Huntington National Bank and its affiliates provide consumers, small and middle market businesses, corporations, municipalities, and other organizations with a comprehensive suite of banking, payments, wealth management, and risk management products and services. Huntington operates 978 branches in 12 states, with certain businesses operating in extended geographies. Visit [Huntington.com](https://www.huntington.com) for more information.

## About MATTER

MATTER, a Minnesota-based global NGO, brings together the best companies, experts, problem solvers and above all, doers, to launch projects that improve communities. This collaborative movement has inspired solutions in access to health, activating healthy eating for children and families, regenerative agriculture, and student-centered education, collectively impacting more than 51 million lives. MATTER's guiding belief is encapsulated in the simple yet powerful expression, YOU MATTER.

## MATTER 2024 HIGHLIGHTS

**We help people launch projects that improve communities.**

Founded

2000

Headquarters

Minneapolis

Employees

34

Volunteers Activated

11,566

People Impacted Globally

3M

States with Volunteer Events

48

Healthy Meals

277,896

1 America's Charities Snapshot Employer Research. Retrieved from <https://www.charities.org/Snapshot-Employer-Research-Corporate-DNA-Employee-Engagement-Social-Impact>

2 America's Charities Snapshot Employer Research. Retrieved from <https://www.charities.org/Snapshot-Employer-Research-Corporate-DNA-Employee-Engagement-Social-Impact>

3 America's Charities Snapshot Employee Donor Research. Retrieved from <https://www.charities.org/Snapshot-Employer-Research-Corporate-DNA-Employee-Engagement-Social-Impact>

4 2014 Millennial Impact Study. Retrieved from <https://www.themillennialimpact.com/past-research>

5 PwC "Keys to Corporate Responsibility and Employee Engagement Retrieved from <https://www.pwc.com/us/en/about-us/corporate-responsibility/assets/pwc-employee-engagement.pdf>