

Why should big companies donate money to help the poor?

Nowadays, many big companies donate to help the poor. However, do they really have the necessity to help the poor? Is helping the poor a 'must' for them?

Of course, big companies donating money benefits the poor. In Hong Kong, one in five people is living below the poverty line. With the high rent, many people are living in subdivided flats, or even without a home. Therefore, the donation from the big companies is extremely important to those poor people in our society. Although the donation won't be a permanent help to them, but it is still very helpful. However, while big companies benefit the poor, can big companies benefit themselves by donating money to help the poor?

The answer is 'yes'. Although donating money to the poor seems like they are only benefiting the poor, they are actually benefiting themselves too!

Firstly, big companies donating money to help the poor can boost their employees' morale. Many employees do not have a sense of belonging to their company nowadays. In fact, they only treat their job as a way to survive and gain money. Therefore, they are less interested with their work and the quality of work. In worse cases, this may even lead to a company's failure. After donating money to the poor, employees may feel good about helping others and even be proud of their company. As a result, this build loyalty and connection among employees and companies. Employees will be more focused on their work and this can lead to a company's success.

Next, big companies can build a good reputation in society by donating money to help the poor. Big companies can build up nice reputation by giving back to society and caring for the community. By building better reputation in society, companies can also build a good connection with customers. Companies who have donated money to help the poor often stands out in the competition of sales. According to a study conducted by Cone Communications and Echo Research, more than 90% of the surveyed consumers are likely to trust and be loyal to socially responsible businesses compared to companies that do not show these traits. Also, more than 90% of worldwide shopper are likely to switch to brands that support a good cause, even with similar price and quality. As you can see, companies which bear social responsibilities can attract more customers than normal companies and thus benefit the company itself.

Finally, big companies donating money to help the poor can set a good model for the public to care for society. Since big companies have a great position in society, all of their actions can attract and seek the attention of the public. Therefore, big companies helping the poor can encourage the public to help the poor and also increase public awareness of charity. This chain reaction can cause a lot more people to care for the poor and od more charity work.

As you can see, big companies donating money to help the poor not only benefits the poor, it also benefits the company itself. The chain reaction of the donation of big companies even increase public awareness of charity work. It kills two birds with one stone. Therefore, big companies donating money to help the poor should be a must.