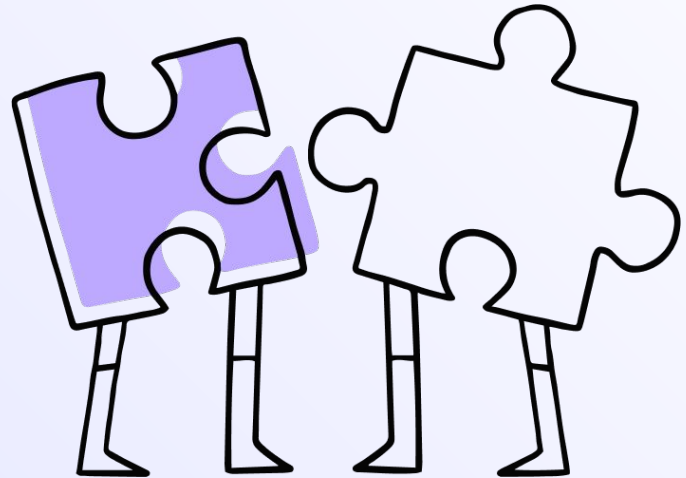





Belonging in 2025

Fostering Belonging & Social Impact in the Evolving Workplace





Hello!




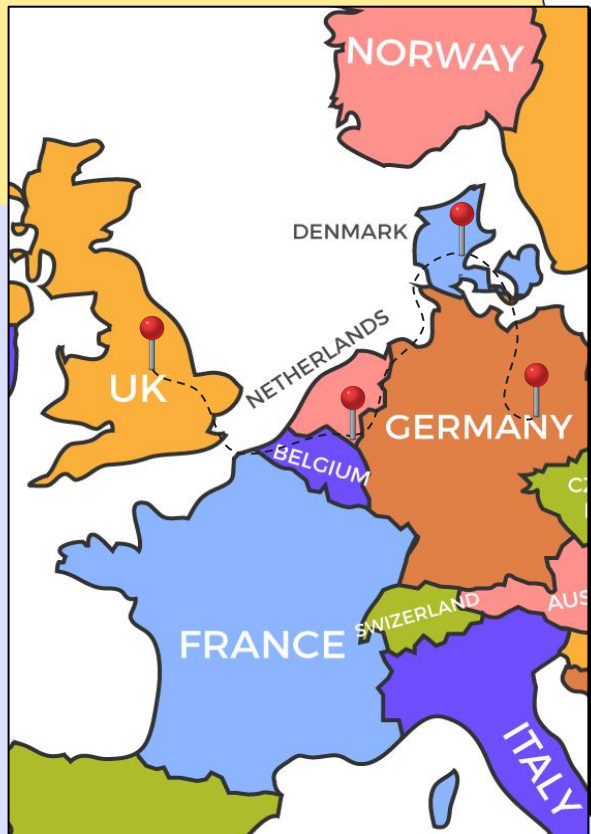
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Kristian Toland

 Sr. Product Manager

 Berlin

 **FAVORITE NONPROFIT**
Demelza Children's Hospice



Setting the Scene: “Belonging” in 2025



The Changing Landscape

- Starting in 2023, with economic growth slowing amid a global downturn, major global companies began scaling down their diversity commitments.
- In early 2025, fueled by a changing cultural environment, this trend continues.
- Navigating these changes can make it difficult to foster a true sense of belonging at work and empower employees to participate in impact initiatives.





And the impact is already being felt...

According the new research from Mental Health First Aid (MHFA) England:

- **Only 41%** of employees feel they can bring their whole self to work
 - Down from 66% in 2020
- **30%** say their organization sometimes **rejects others for being different**

Impact on Individuals:

- **31%** report lower productivity
- **34%** experience poorer mental health
- **36%** feel less engaged

Disproportionate Effects on Marginalized Groups:

- **54%** of Black employees say this impacts their productivity
- **51%** of gay or lesbian employees report harm to mental health
- Only **25%** of employees with mental ill health feel safe being open

Belonging Drives Business Results

Employees who feel a sense of belonging:

- Are **3x** more likely to look forward to work.
- Are **5x** more likely to stay with their company.
- Are **9x** more likely to believe people are treated fairly.
- Experience a more fun, equitable, and engaging workplace.

Business Impact:

+56% increase in job performance

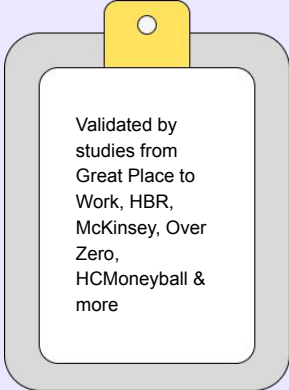
-50% drop in turnover risk

-75% fewer sick days

Companies in top quartile for executive gender diversity are 25% more likely to have above-average profitability than those in the bottom quartile.

Potential savings of **\$52M annually** for a 10,000-person company (HBR study).

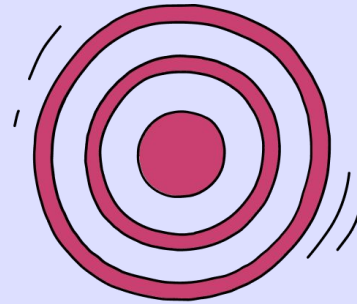
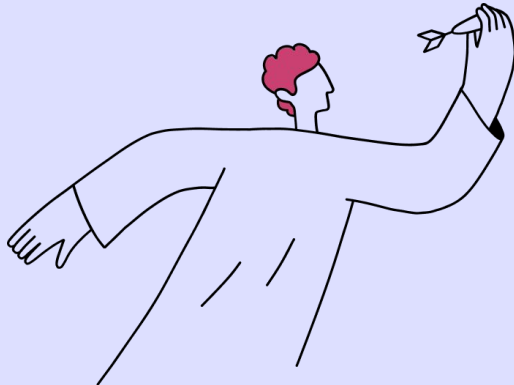
Direct correlation between belonging and ROI.



Validated by studies from Great Place to Work, HBR, McKinsey, Over Zero, HCMoneyball & more

The Bottom Line:

Lack of belonging **hurts performance, wellbeing, and retention** – and businesses can't afford to ignore it.

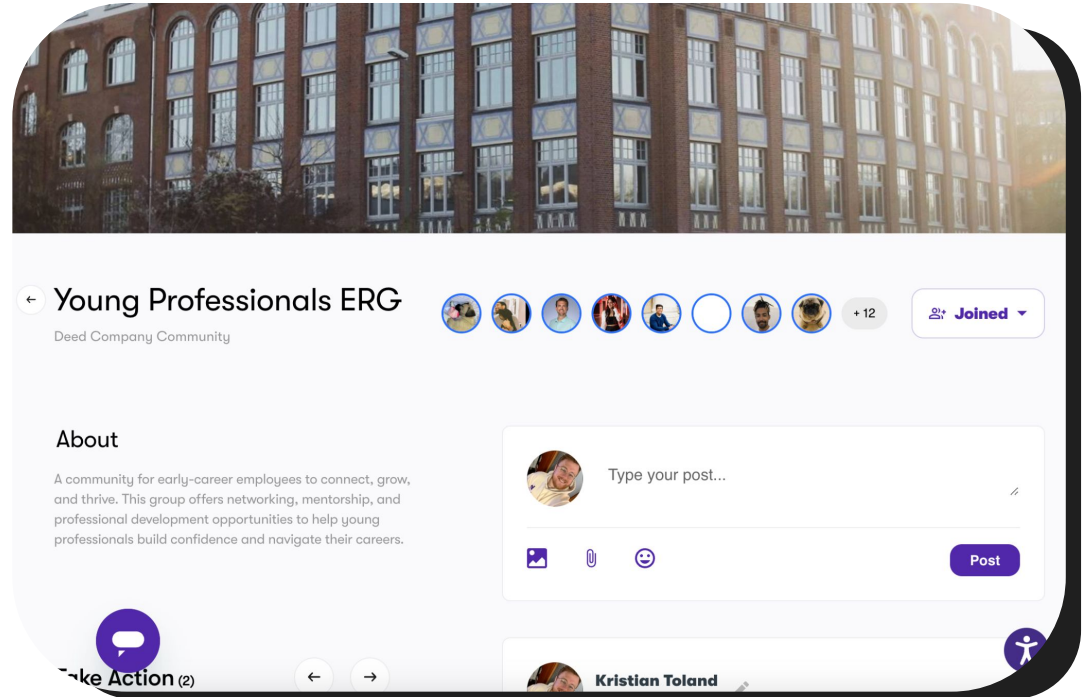


Practical Strategies for Building Belonging & Engagement

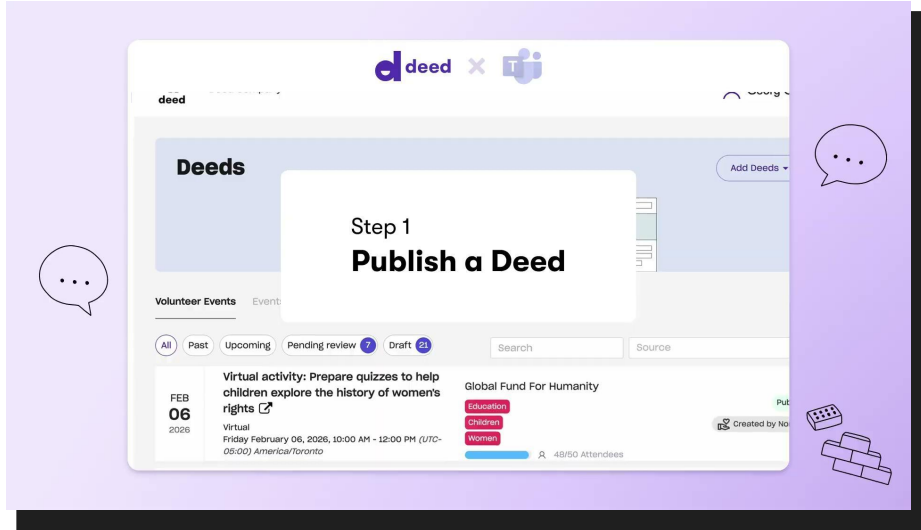


1. Reframing existing programs

- Reframing how **“Belonging”** is talked about both internally and externally.
- **Keep doing what you’re doing...** but consider doing it more quietly.
- Open forums and **ERGs** (Employee Resource Groups).
- Make use of the Deed **Communities** module.
- Emphasize **impact of “Belonging” on the overall company wellbeing and performance**, outside of only focusing on the effect on marginalized groups.



2. Using Technology



- Tools like **Microsoft Teams, Slack, and mobile apps** can bridge gaps across remote, hybrid, and global teams.
- If you're experiencing funding and headcount cuts, **integrate AI into workflows** to do more with less
- Deed's **ImpactAI** suite (coming soon....)

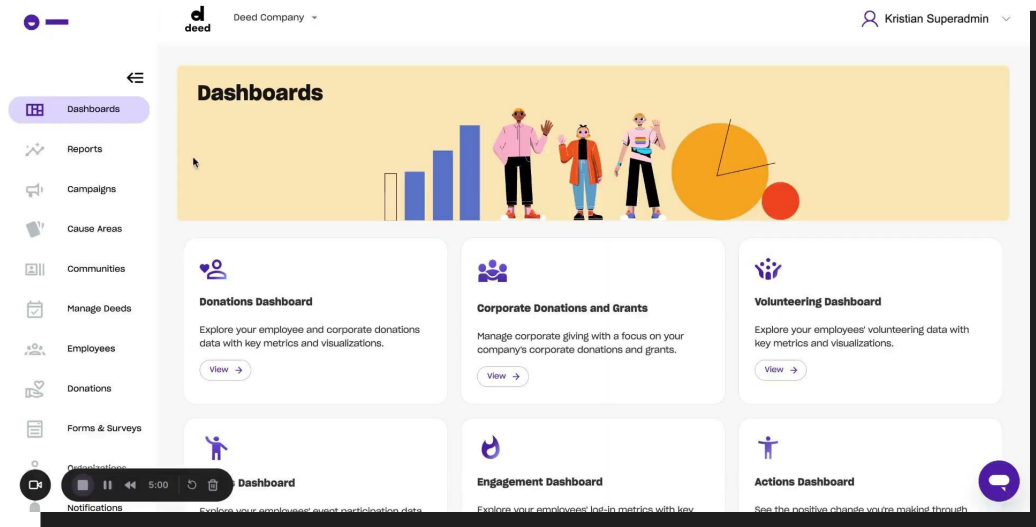
3. Empowering Employees to Take Ownership of Impact

● Creating Employee-Led Initiatives:

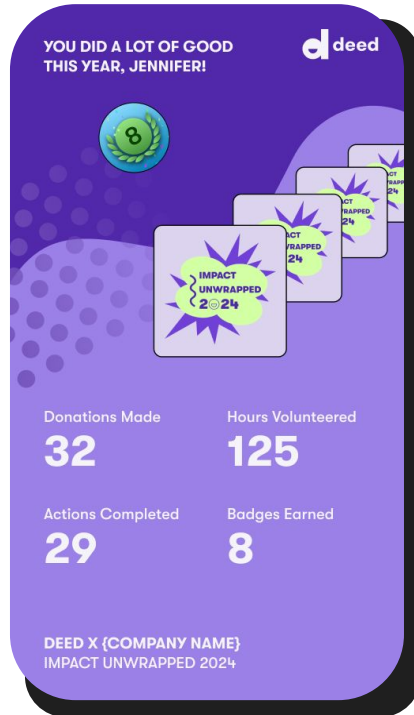
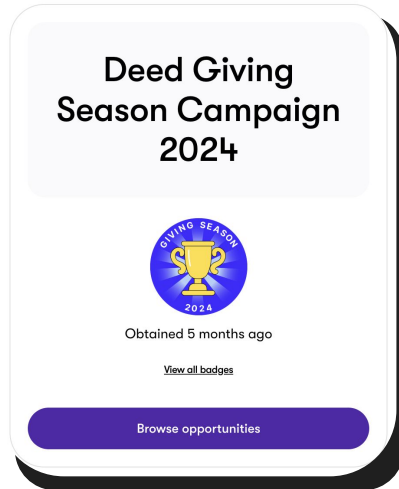
- Enable grassroots giving and volunteering opportunities.
- Utilize Deed's comprehensive **employee-created event** management.

● Content Libraries & Donation Goals:

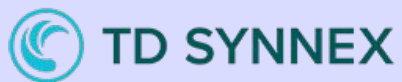
- Keep employees engaged with purpose-driven work.
- Take advantage of Deed's extensive **volunteering library** and *new* **Actions library**.



4. Storytelling & Celebrating Impact



- Highlighting individual and team contributions
 - Impact Unwrapped
 - Badges
 - Volunteer Grants/ Dollars4Doers
- Sharing real-life impact stories to strengthen engagement
- Encouraging peer recognition and leadership involvement



Fireside chat with Veronica Martinez

**Community Relations Specialist
@ TD SYNnex**



On Deed's Partnership

"One of the things that I really value about our partnership with Deed is that it gives us a centralized global platform to connect all of our coworkers and the causes they care about."

"Onboarding a new platform and training people can be challenging, but now our coworkers are really driven to visit Deed and take initiative — the user-friendliness has been key."

"Since launching Deed, our coworkers have been able to track a total of 12,813 volunteer hours — something we wouldn't be able to do without the platform."

"The data and metrics we've been able to gather through Deed have played a huge role in helping us tell our stories of impact."

**Community Relations
Specialist @ TD SYNEX**



Thank you!

Any questions?

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