



CENTER ON PHILANTHROPY
AND CIVIL SOCIETY

Employee Affinity Groups in Financial Firms
Donor Research Project 2006

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Abstract

Description

The volume includes an introduction and an overview of the field and makes the case that employee affinity groups are a burgeoning phenomenon with great philanthropic potential. Since 2000 the number of affinity groups has grown sharply and now includes Asian American, Latino, LGBT, and Native American groups. They are seen as having the potential to simultaneously meet corporate and employee objectives. In the sample under examination the total aggregated number of employees engaged in affinity groups may exceed 16,000. These employee networks point to a potential sizable, pooled and emergent source of philanthropic capital.

Uses:

With the strong caveat that corporate culture is often protective of its employees, the directory can be of use to those who wish to explore new ways to educate often young, but potentially high income donors. The volume includes suggestion on how these groups may be approached.