



Benefits of Company Involvement

Hike 4 Hope associates companies with a powerful cause, increasing corporate credibility, brand exposure and consumer loyalty.

The Cone Roper Report proves that a company's involvement with programs like Hike 4 Hope also enhances employee loyalty and boosts morale:

- Employees whose companies support social issues are almost 40 percent more likely to be proud of their company's values.
- Nearly 25 percent are more likely to be loyal to their employers than those whose companies do not engage in such efforts.
- Nearly six in 10 employees (57 percent) wish their company would do more to support a social issue.
- With more than three-quarters of Americans today considering a company's commitment to social issues when deciding where to work, executives attempting to strengthen internal morale should recognize the powerful impact of cause programs on employee attitudes and behavior.

City of Hope's Hike 4 Hope program provides an opportunity for companies to not only attach their brand to a cause, helping to essentially grow sales and build customer loyalty, but to increase trust among the core of that company—its employees.

Through Hike 4 Hope, companies and their employees can make a difference by supporting **City of Hope's** efforts in finding a cure for women's cancer.

If your company is interested in supporting Hike 4 Hope in addition to forming corporate teams, please contact Debbie Long, Assistant Director of Development of the Desert Communities Regional Office, at (760) 202-3885 or dlong@coh.org.