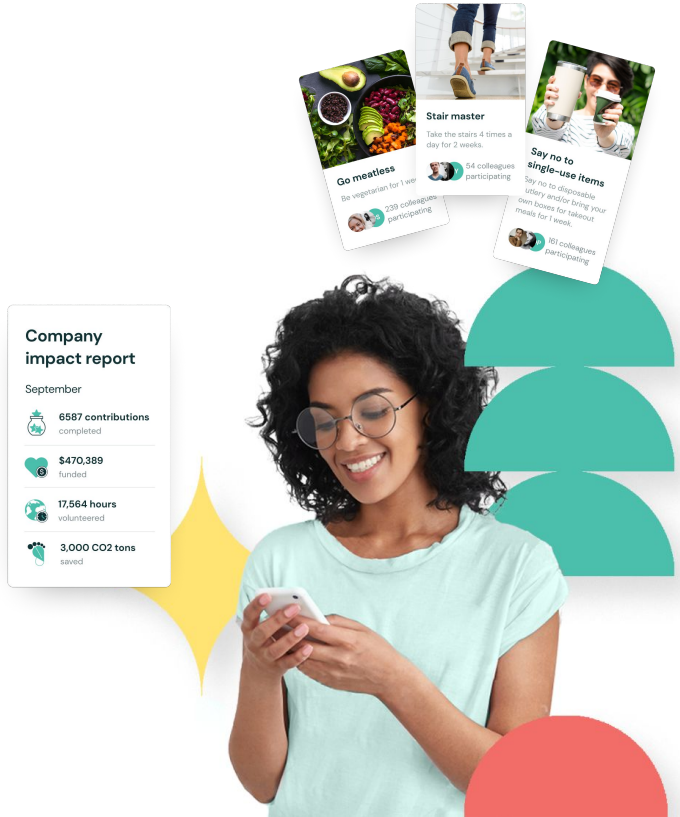
Alaya

The **Employee Purpose Platform**



5 out of **5 stars** ★★★★★

Certified B Corporation

Alaya

Alaya **at a glance**

72+

Countries with presence

23+

Languages supported

1.5M+

Nonprofit network

Alaya

Some of our **partners leading with purpose**

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A **snapshot** of Alaya

Watch Alaya in action!

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Why lead with purpose?

Brand recognition

55% will pay extra for products and services from companies committed to **positive social and environmental impact**

Positive impact

Motivation to make a difference on wider social issues and **help to build a better society and planet**

Talent attraction

73% of all adults surveyed would not apply to a company **unless its values aligned with their own personal values**

Business opportunities

Companies most committed to social & environmental responsibility **outperformed on the stock market**

Engaged employees

53% of workers and 72% of students said that **"a job where I can make an impact"** was important to their happiness

Sources: *Harvard Business Review*, *Glassdoor*, *McKinsey*

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The ecosystem **and challenges**

Social impact and **leading with purpose** is no longer a secondary thought.
A rise in importance of social responsibility across the world means **employers across sectors must adapt. Now.**

Society

- People seeking **responsible brands**
- **Nonprofits needing resources** to support society's problems
- A **societal shift** towards social consciousness

Corporates

- Making purpose and societal improvements **part of their culture**
- Engaging employees **beyond perks**
- Showing the **value & impact**
- Differentiation for **hiring**

Why lead with **purpose?**

McKinsey found that when comparing people who say they are “living their purpose” at work with those who say they aren’t, **people who say they are “living their purpose” at work have:**

5x
higher levels of wellbeing

4x
higher engagement levels

There are also real **benefits to the bottom line** by bringing purpose into the workplace. Research shows that companies putting purpose-driven employee engagement at the heart of their strategy see:

6%
higher market value

21%
higher profitability

57%
reduction in turnover

Sources: *McKinsey*, *Gallup*

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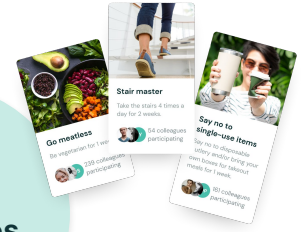
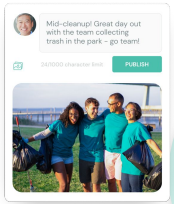
The Alaya **platform**

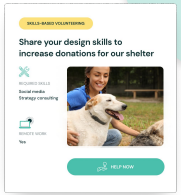
Purpose Challenges



Field & online volunteering

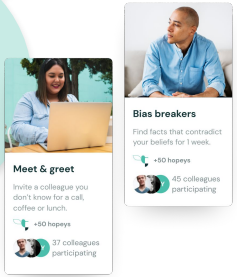


Donations & fundraising

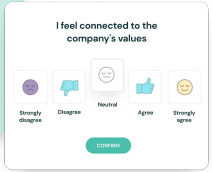


Tracking & reporting

Wellbeing activities



Purpose program surveys



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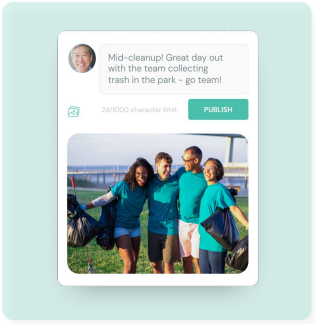
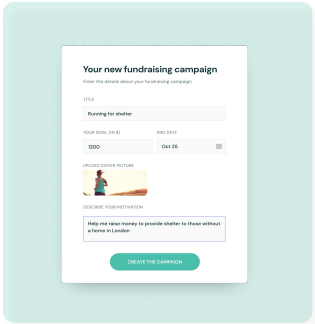
Top **Alaya features**



Field & online volunteering

Online or in-person, enable your team to volunteer while developing their skills.

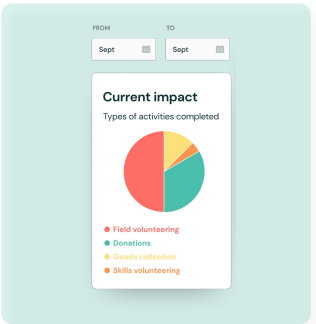


Donations & fundraising

Manage donations and create fundraisers all in one single platform.

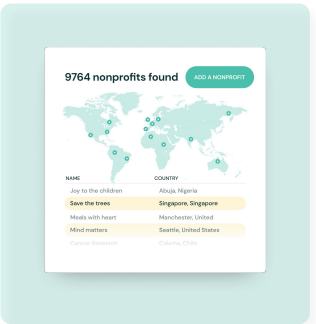
Purpose Challenges

Create and choose from a variety of Purpose Challenges for your team to promote sustainability, and inclusion.



Tracking & reporting

Put your brand at the centre of the platform through customisations.



Nonprofit selection

Connect with your existing nonprofit partners, or explore new ones through Alaya's global nonprofit network.

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Why implement an **Employee Purpose Platform**

Increase employee engagement

- Personalised opportunities for employees
- Easy to use platform
- Bring a sense of purpose & meaning to work

Track & monitor the impact

- Track volunteer hours, donations and more
- Save time on excels and create online reports
- Get buy-in by sharing with stakeholders

Create a culture of the future

- Align your mission with your employees
- Customise the platform to your brand
- Increase brand loyalty
- Make a positive impact on society

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Connecting your **company** with **nonprofits** for good

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Quality checked by Alaya

Alaya runs **an assessment of all nonprofits** that are willing to join our network, and receive support from our corporate partners.

A global network of nonprofits

Alaya offers access to a network of **thousands of nonprofits all over the world**, because we know that for a program to be a success, **you need amazing projects for your employees to be involved in**.

Steps to **get started**

Alaya makes it easy for you to get started.

1

Prepare your program

- **Select features** that best fit your company culture
- **Choose or upload nonprofits** and **projects**
- **Communicate internally** with our support

2

Launch!

- **Go live** with a bang!
- Webinar/Workshops to **present platform**
- **Get your people registered** and creating an impact from day 1

3

Support & Success

- **Continuous support** and improvements
- **Tracking and reporting** of your impact
- Share great news, recognise people and **raise awareness throughout program**

Alaya

Start with Alaya **today**

All-in-one solution
platform & service

Global reach
from day 1

Network of nonprofits
around the world

Highest rated platform

5 out of **5** stars by users & companies alike

Alaya

Thank you!

If you'd like to see a live demo of the platform for your organisation, request a demo below:

GET A DEMO

alayagood.com

hello@alayagood.com