



Bright Funds

CASE STUDY

How Quotient Is Boosting Its Employee Impact



“I’m proud of the progress we’ve made as a company to do good, give back and change lives. Bright Funds is helping us accelerate our goal of delivering greater positive impact to our communities across the globe.”

Renee Cutright, Quotient, Chief People Officer

Driving Employee Engagement With Matching Donations

Leading digital media and promotions technology company expands workplace giving opportunities through Bright Funds and sees significant increase in philanthropic engagement by employees



Quotient employees participating in the Week of Action (image source: Quotient)

“We wanted to provide additional opportunities for employees to give back, even when they can’t do so in person. With Bright Funds, we now have a singular platform where people can sign up to give or volunteer, regardless of their location, while easily tailoring the experience to align with our program’s mission and values.”

— Rachel Moret,
Quotient, Senior
Specialist, HR Programs



“The outpouring of support and participation from our employees for in-person volunteer activities, even amidst a global pandemic, shows how critical it is to have a program like this.”

— Brenton Miller,
Quotient, Manager, HR
Programs and Culture

The Goal

Quotient, a leading digital media and promotions technology company, has experienced rapid growth in its workforce. With more than 1,100 employees across 10 offices, the company wanted to further encourage and support employee engagement and create a positive impact through a workplace giving program.

Many Quotient employees actively participate in social impact programs and were asking for new ways to make a difference. The company’s original philanthropy program, Coupons for Change, founded in 2012, provided an annual event for employees to support communities in the California Bay Area. It was later expanded to the Power of We program to include other Quotient locations and provide periodic corporate donations supporting disaster relief and causes such as social justice.

The Program

In 2020, Quotient embarked on an expansion and redesign of its philanthropy program to empower its global workforce to make a strong impact. The new program, Quotient for Change, launched in early 2021, highlights three core pillars of giving — economic stability, technological equity and environmental sustainability — with Bright Funds playing a central role in the program’s rebranding.

To encourage employee participation, Quotient provides a new hire credit grant, matches employee donations annually, offers paid time off for volunteering and coordinates year-round giving opportunities. Additionally, the company offered a credit grant raffle during the program’s launch, company-sponsored funds for the three pillars and campaigns around awareness themes such as Black History Month and back to school. The annual giving day was expanded to a full Week of Action that offers both local in-person and virtual volunteering opportunities.



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The Results

Quotient's new workplace giving program on Bright Funds enables the company to seamlessly scale its philanthropic initiatives across its global workforce on one single platform. According to Rachel Moret, "employees now have a direct avenue to find volunteer and giving opportunities." Bright Funds provides Quotient with the following benefits:

- Customizable company incentives, funds and campaigns
- Volunteer tracking and event management
- Matching donations
- One time and recurring donations
- Credit grants
- Real-time reporting

As a result, Quotient has seen improved philanthropic engagement across its global workforce, and participation rates increased both domestically and internationally. The company reached an average of 121% of its goal for its Black History Month and Women's History Month campaigns. Moreover, Quotient employees across the globe were able to participate in the Week of Action, whether volunteering in-person or virtually.



121%

OF GOAL ON AVERAGE FOR BLACK HISTORY MONTH AND WOMEN'S HISTORY MONTH CAMPAIGNS

About Quotient

Quotient is the leading digital media and promotions technology company for advertisers, retailers and consumers. The company's omnichannel platform is powered by exclusive consumer spending data, location intelligence and purchase intent data to reach millions of shoppers daily and deliver measurable, incremental sales. <http://www.quotient.com/>

About Bright Funds

Bright Funds is the leading provider of workplace giving, volunteer management and grants management. We support employers of all sizes, helping them to deliver on their employee engagement, social impact, and philanthropy mission. <http://hello.brightfunds.org>



Quotient employees participating virtually in the Week of Action (image source: Quotient)