

CASE STUDY

MAKING A DIFFERENCE, TOGETHER: DISCOVER'S INNOVATIVE APPROACH TO BOOSTING EMPLOYEE ENGAGEMENT THROUGH MATTERbox PACKING EVENTS

2,002

Discover employees engaged in one volunteer event

40

States activated as part of the event

100%

Year-over-year increase in participation from 2022 event.

Discover is a top financial services company offering credit cards, banking, and payment services with more than 17,000 employees. Like all successful organizations today, Discover knows that attracting and retaining employees is a top priority. A key element to building an effective workforce culture is a strong employee engagement program. As part of their efforts to strengthen employee engagement, Discover partnered with MATTER in 2022 and 2023 to host MATTERbox packing events for their employees.

Employee engagement refers to the level of involvement, commitment, and satisfaction that employees have with their work and the company for whom they work. Research has shown that engaged employees are more productive, provide better customer service, and are less likely to leave their jobs.

According to a Gallup report¹ on employee engagement, companies with an engaged workforce versus a disengaged workforce have:

- 10% higher customer ratings
- 17% higher productivity
- 20% higher sales
- 21% higher profitability

A study by Harvard Business Review² found that 71% of executives rank employee engagement as one of the keys to their company's success. Finding ways to build an engaged workforce can be a challenge though. One proven way to increase employee engagement is through employee activities and events, including volunteerism sponsored by the company.

Volunteerism can increase employee engagement in several ways:

1. **Sense of Purpose:** By participating in volunteer activities, employees can feel that they are making a positive impact on their community and contributing to a cause they care about. This can enhance their sense of purpose and fulfillment in

their work, leading to increased engagement and motivation.

- 2. Team Building:** Volunteer activities can provide employees with an opportunity to work together and build stronger relationships with their coworkers. This can improve collaboration and communication within the workplace, leading to higher levels of employee engagement.
- 3. Leadership Development:** Volunteer opportunities can provide employees with the opportunity to take on leadership roles and develop their skills. This can help employees feel more confident and competent in their work, leading to increased engagement.
- 4. Employee Recognition:** Companies can use volunteer activities to recognize and reward employees for their efforts. This can improve employee morale and increase engagement, as employees feel appreciated for their contributions.
- 5. Alignment with Company Values:** By participating in volunteer activities, employees can see that their company values giving back to the community and making a positive impact. This can increase their loyalty and attachment to the company, leading to higher levels of engagement.

Volunteerism is one of Discover's core values. It's part of their DNA. They encourage employees to give back to the causes they care about through

their year-round Discover Cares program, which provides opportunities to volunteer on company time with manager approval. During the pandemic, this became a huge challenge. With their employees all working from home, it was hard to find volunteer opportunities that could engage their employees safely and remotely.

In 2022, Discover engaged MATTER to create company-wide MATTERbox packing events with their remote employees for National Volunteer Week. Using MATTERbox Volunteer Kits, 1,000 employees were able to pack healthy food in their own homes while sharing the experience virtually with their fellow coworkers. The employees were then able to impact their local communities with the food they packed, making the volunteer experience more personal and meaningful.

The MATTERbox packing event in 2022 was so successful, another company-wide packing event was held in 2023 for Random Acts of Kindness Day. The event spanned 40 states, and unlike their previous event, which was entirely virtual, this event included four offices that held in-person events. The number of employees participating doubled to 2,002, an increase of 100%.

Feedback received by MATTER through a survey of Discover volunteers found positive results on employee engagement measures.

100%
AGREE

I feel that my company, by participating in volunteer events like this one, makes the community stronger.

MATTER Benchmark
99% Agree

99%
AGREE

I am proud to work for a company that allows me to volunteer at events like this during working hours.

MATTER Benchmark
98% Agree

99%
AGREE

I am more satisfied working at my company because they offer volunteer opportunities like today's event.

MATTER Benchmark
95% Agree

98%
AGREE

I feel more loyal to my company because they offer volunteer opportunities like today's event.

MATTER Benchmark
93% Agree

COMMENTS FROM
DISCOVER VOLUNTEERS

I really like being able to choose where to donate. Makes me feel empowered and proud to help out locally and to give back to a place that gave so much to me before.

Thank you for the wonderful supplies, my heart is filled with joy!! I look forward to sharing them in my community.

I was blown away by the participation involvement from Discover employees with this event. I'm so glad to be apart of such a wonderful group of individuals and thankful that Discover gave us this awesome opportunity to partner with MATTER!!

I absolutely love this! Thank you for this opportunity to make a difference!

Nearly all Discover volunteers (97%) indicated they are very likely to recommend MATTER as a place to volunteer.

Nine out of ten Discover volunteers are interested in volunteering with MATTER again.

“MATTER made it easy to give back to our communities by volunteering from wherever we are located. Our employees love MATTERbox packing events and they also appreciate being able to donate within their local communities. Furthermore, since we have employees back in our offices, we have been hosting additional packing events in person. Employees can make connections and give back at the same time allowing teams to create more team building opportunities.” Alyse Perkowitz, Manager, Community Affairs, Discover Financial Services

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MATTER made it easy to give back to our communities by volunteering from wherever we are located.

Engaged employees are more productive, provide better customer service, and are less likely to leave their jobs. One of the best ways to strengthen employee engagement is through volunteer events. When Discover Financial Services partnered with MATTER for virtual and in-person MATTERbox packing events over two years, they saw a 100% year-over-year increase in participation with 99% of employees saying they feel more satisfied with their company and 98% feeling more loyal to their company as a result of these events.

About Discover

Discover (NYSE: DFS) is a digital banking and payment services company with one of the most recognized brands in U.S. financial services. Since its inception in 1986, the company has become one of the largest card issuers in the United States. The company issues the Discover® card, America’s cash rewards pioneer, and offers private student loans, personal loans, home loans, checking and savings accounts and certificates of deposit through its banking business. It operates the Discover Global Network® comprised of Discover Network, with millions of merchants and cash access locations; PULSE®, one of the nation’s leading ATM/debit networks; and Diners Club International®, a global payments network with acceptance around the world. For more information, visit www.discover.com/company.

About MATTER

MATTER, a Minnesota-based global NGO, brings together the best companies, experts, problem solvers and above all, doers, to launch projects that improve communities. This collaborative movement has inspired solutions in access to health, activating healthy eating for children and families, regenerative agriculture, and student-centered education, collectively impacting more than 40 million lives. MATTER’s guiding belief is encapsulated in the simple yet powerful expression, YOU MATTER.

MATTER 2022 HIGHLIGHTS

We help people launch projects that improve communities.

Founded

2000

Headquarters

Minneapolis

Employees

30

Volunteers Activated

10,530

People Impacted Globally

3.2M

States with Volunteer Events

49

Healthy Meals

307,738

1 Acuna, S. and Dagbo, J. (2020). Company Culture: Private Equity’s Intangible Value Creation Lever. Gallup. Retrieved from <https://www.gallup.com/workplace/316883/company-culture-private-equity-intangible-value-creation-lever.aspx>

2 The Impact of Employee Engagement on Performance. (2016). Harvard Business Review. Retrieved from https://hbr.org/resources/pdfs/comm/achievers/hbr_achievers_report_sep13.pdf