

## Business and association survey

### ***Methods and participant characteristics***

United Way of Knox County collected a total of 34 surveys from area businesses (n= 21) and associations (n= 13) by mail in June and July 2004. The response rate was 37%. The businesses surveyed reported an average of 104 employees and an average of \$16,971 in annual charitable giving. Examples of the types of associations surveyed include the local chapters of the Kiwanis Club, Jaycees, Masonic Temple, Builders Club, and Soroptimist International.

### ***Assets and leadership***

Business representatives were asked what types of resources they provide to their employees and to the community. As shown in Table 81, more than half (60%) said they allow their employees time off for volunteer work, while only one employer said they provide child care services (5%). About half (55%) said they make employees with specific skills available to help community groups, and about one-third said they provide meeting space for community groups (35%) or reach out to hire people from distressed neighborhoods (35%).

**Table 81: Resources provided by businesses to employees and the community (n=20)**

	Number of businesses	Percent of businesses
Resources company provides for employees		
Allows time off for volunteer work	12	60%
Offers an Employee Assistance Program (EAP)	8	40%
Offers child care services to employees	1	5%
Resources company provides to the community		
Employees with specific skills made available to help community groups, for example, a health expert who helps a community-based group assemble health information for a neighborhood newsletter	11	55%
Reaches out to hire people from distressed neighborhoods, (for example, people who are trying to transition from welfare to work)	7	35%
Provides meeting space to community groups	7	35%
Reaches out to purchase goods and services from enterprises in lower income areas, for example, enterprises that are part of community revitalization efforts	5	25%
Makes materials and equipment, for example, duplicating machines or computers, available to community groups	4	20%

Source: *COMPASS Business Survey, 2004*

The survey asked representatives from business and associations to identify the types of community activities they participate in or lead. More than half (62%) said they promote volunteering (see Table 82). Many also cited “promoting good health” (44%) and “beautifying community spaces” (41%).

**Table 82: Leadership and participation in community initiatives and projects provided by businesses and associations (n=34)**

	Currently leading or participating in this type of activity	
	Number of businesses and associations	Percent of businesses and associations
Promoting volunteering	21	62%
Promoting good health	15	44%
Beautifying community spaces	14	41%
Preparing people for jobs	13	38%
Promoting youth development	13	38%
Fostering community networks	12	35%
Promoting educational reform	10	29%
Promoting economic development in distressed areas	10	29%
Increasing availability of recreation opportunities	10	29%
Promoting arts and culture	10	29%
Building neighborhood trust	8	24%
Fostering entrepreneurship	7	21%
Promoting commercial revitalization in lower income areas	7	21%
Expanding business and industrial development in distressed areas	7	21%
Increasing availability of and access to jobs	6	18%
Increasing affordable housing and home ownership	5	15%
Increasing neighborhood safety	5	15%
Fostering racial harmony	5	15%
Connecting neighbors who need help with those who can help	5	15%
Improving access to transportation	5	15%
Fostering commercial real estate improvement in lower income neighborhoods	4	12%
Designing a plan for community renewal	4	12%

Source: *COMPASS Business Survey and Association Survey, 2004*