

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*