



THE SOCIAL IMPACT CHALLENGE

By STEPHEN CLARKE



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Why and how you can send ripples into the world by impacting FOUR of the most important drivers of success for your organization:



CULTURE

- Engaged Teams**
- High Productivity
- Greater Pride
- Loyalty
- Longer Tenure



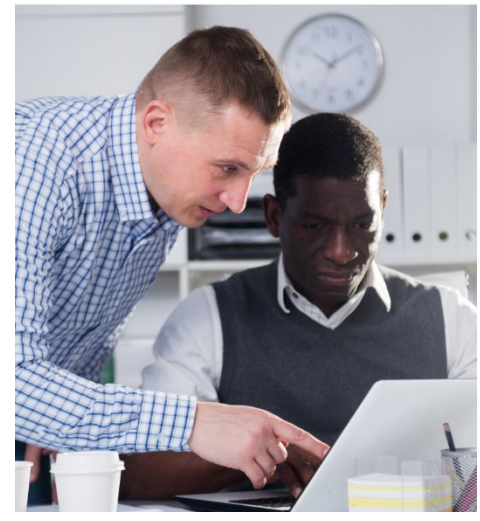
BRAND

- Culture = Brand**
- Strong reputation
- Social Media reach
- Higher Loyalty
- New Reason to communicate



SOCIETY

- 17 SDG's**
- Small impacts
- Big initiatives
- Measurable
- Improve the world



BIG DATA

- Xocial Impact**
- Measure & Market
- Improvement
- Corporate Xocial Responsibility
- Brand Loyalty

THE CHALLENGE

PART 1

ONLY 33% OF EMPLOYEES
ACROSS NORTH AMERICA
ARE ENGAGED.

The reality is that few companies produce inspired employees. This presents a massive opportunity for committed businesses to become an employer of choice and a solid brand by engaging its people in activities that support or advance the issues they care most passionately about. Businesses that create a work environment now that is both engaging and inspiring for their people will reap powerful results in 2021 and beyond.

When organizations successfully engage their people, amazing things occur. They experience outcomes like:

- 65 % INCREASE IN SHARE PRICES
- 21% GREATER PROFITABILITY
- 26% LESS EMPLOYEE TURNOVER
- 20% LESS EMPLOYEE SICK DAYS
- 30% BETTER CUSTOMER SATISFACTION



THE CHALLENGE

PART 2

PURPOSE BEATS PERKS

Recent Research by Gallup confirms that modern employees, particularly Millennials and those in the up and coming to Gen Z, care very little about the perks of a decade ago:

- Foosball tables
- Fancy Latte machines
- Free food
- Other gifts and entitlements



One of the reasons for low engagement is a disconnect between what the company offers and what the team members seek.

Similarly, it's not just about the dollars. While they expect to be compensated fairly, the fact is, they will accept lower pay to work for a company that authentically has this one thing: **Purpose.**

When an employee believes in the Purpose of the organization, feels the organization shares its value and has an opportunity to contribute to what they care about, they are more engaged and loyal.

THE CHALLENGE

PART 3

EMPLOYEES WANT TO CHOOSE WHAT SDG TO FOCUS ON...NOT BE TOLD

In 2015, the United Nations set the Sustainable Development Goals (SDGs). Addressing 17 key issues that, if successfully tackled, would materially make the world a better place, the UN set a target of 2030 to achieve definable outcomes in each of these areas.

Approximately 62% of businesses in North America have chosen to support at least one of the United Nations' Sustainable Development Goals. They do so for a number of reasons. Marketing. Authentic commitment to society. And of course, attempting to engage with important values of their team members .

While this acknowledgement of these goals is important and significant, from the perspective of employee engagement, there is a problem with the way most companies are engaging with the goals.

The problem is quite simple. If a company chooses to focus on three of the SDGs, it's likely those aren't the issues that many of the team members care about the most. Therefore, the goal of promoting engagement is undermined.

It's understandable. How does an organization support all the SDGs or just those the employees care about or that customers care about?

That has seemed like an incredibly difficult challenge.

UNTIL NOW...



THE CHALLENGE

PART 4

COVID

Never in our History has there been a greater need to bring people (employees) together, and in the absence of our ability to do this physically, we need Programs that can do this remotely.

The Social Impact Challenge brings people together and allows them to have FUN and compete against each other, all while making a measurable Positive Impact in the World. The BONUS in our Program is that your employees get to engage in Causes THEY are passionate about, which increases engagement.



- 50 % OF EMPLOYEES FEEL THEIR MENTAL HEALTH IS SUFFERING DUE TO COVID-19
- YOUNG EMPLOYEES ARE THE MOST NEGATIVELY IMPACTED
- WORKING HOURS DECLINED BY 6.7% IN THE SECOND QUARTER OF 2020



RTG's SIC program is being praised for exciting employees, improving brand reputation, and bringing Teams together to compete for the highest social impact score. To improve your Companies Health...it's time to get SIC!

HERE IS HOW WE CAN HELP COMPANIES?



SOCIAL IMPACT CHALLENGE



HOW THE SOCIAL IMPACT CHALLENGE WORKS

CHALLENGE YOUR TEAM WITH COMPETITIVE KINDNESS

With a proprietary algorithm that evaluates effort and impact, each participant builds points by completing the challenges of their choice.

The Social Impact Challenge gamifies social impact for your organization to promote competitive kindness. All your employees gain access to a private portal where they can select and complete challenges aligned with their most important values. When they do, they'll earn XP (experience points). They compete to have the greatest social impact in a fun, playful, competitive, and immersive environment. Some challenges are easy and fast with lower XP, and others require more commitment and effort, earning more points. People can choose their own strategies to maximize their points and their impact.



SOCIAL IMPACT SCORE

Get access to a dashboard where you can view your social impact score

Your company will have its own portal with a dashboard showing the challenges, social media-ready updates from your team's activities and a leaderboard, so you and they can evaluate their progress and standings. Challenges are categorized by the SDGs, some supporting multiple SDGs. You can see points by person, department, geography or total points for the company, that can then be used for both internal and external communications.

Imagine how your social media accounts will look when you share all the amazing ways that your people are making the world a better place.

**IT'S MORE THAN A GAME. IT'S ABOUT GIVING
MEANING TO YOUR EMPLOYEES' LIVES!**



**THE COMPETITION DOESN'T
STOP WITHIN YOUR OWN
BUSINESS.**

You will also compete against other Companies

At the end of it all, the Social Impact Challenge calculates scores from all participating organizations. Rewards and prizes are given out to both individuals and organizations that perform the best.

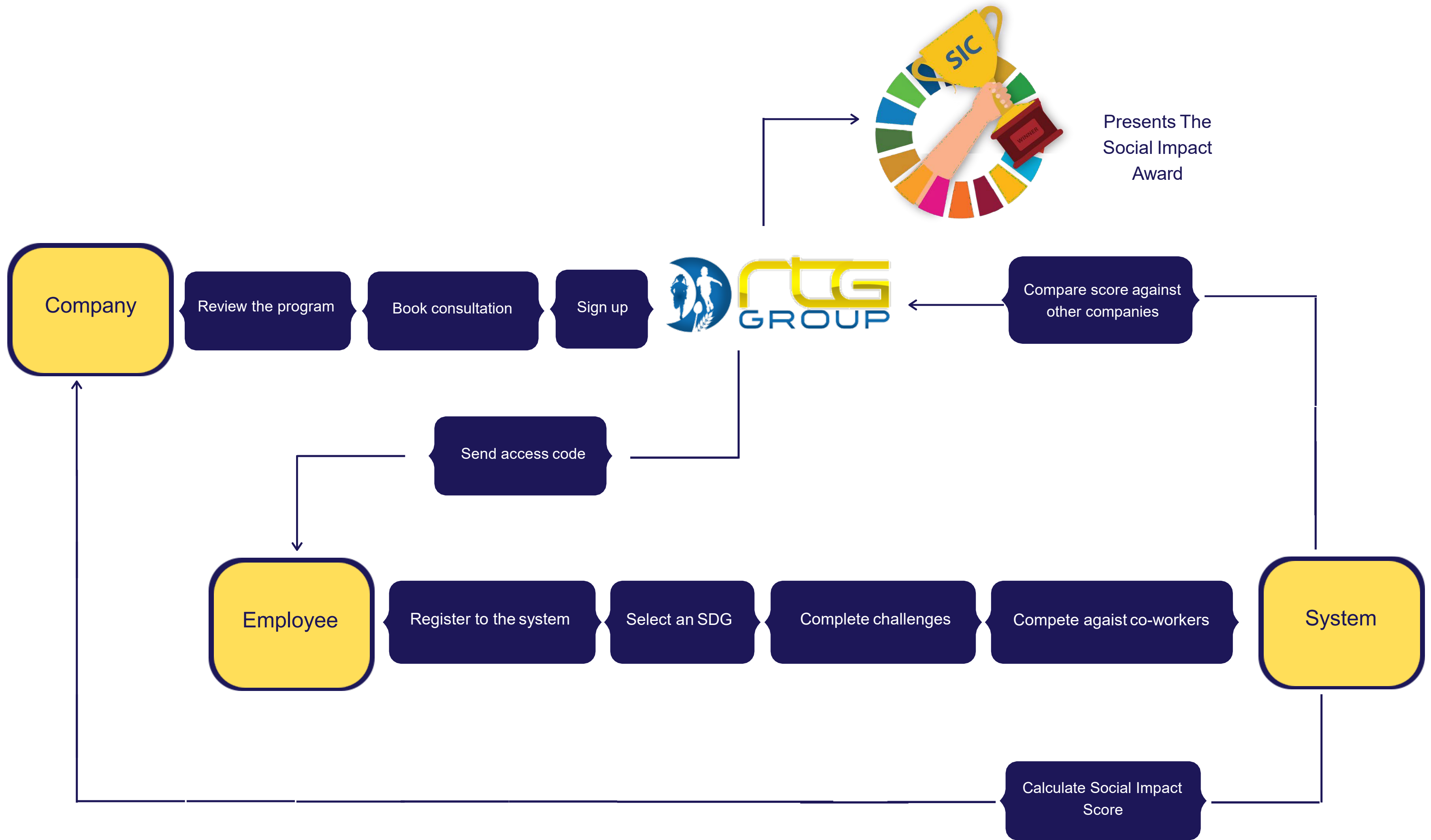


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MEASURE & MARKET YOUR POSITIVE XOCIAL IMPACT

You will have tools and kits to analyze and improve your XOCIAL IMPACT

Nowadays, not only making Xocial Impact but also its size matter. Special tools and kits will allow your company to demonstrate Corporate Xocial Responsibility and foster a deeper relationship with your customers and employees that will result in greater brand loyalty



RTG WILL PRESENT THE...



The scores are calculated, compared, accounted for size, and a winner is picked. We expect an upset this year... will it be your business?

Winning this award will recognize your company as North America's corporate leader in social impact.

**2021 SOCIAL
IMPACT AWARD**

www.rtgsocialimpactchallenge.com/

RECEIVING THROUGH GIVING

WHY CHOOSE RTG?

- Our programs are designed to make it easy for you to do good in the world
- Our programs produce an ROI (return on investment)
- Each program addresses all than 17 SDGs
- We design programs for individuals, organizations, businesses, charities, and Associations. Our program outcomes are greater than the sum of their parts.
- Our name *RTG* (Receiving Through Giving) reflects our core philosophy: In every program we do, everyone must win MORE than they put in.

www.rtgsocialimpactchallenge.com/

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