

# EMBRACING CORPORATE CITIZENSHIP IN THE SEASON OF GIVING



The holiday season brings with it a spirit of joy, gratitude, and generosity. In the corporate world, this festive atmosphere provides an opportunity for organizations to embrace corporate citizenship, recognizing the importance of giving back to communities in need. Here at BMC, we strive to think globally and act locally, serving the communities where we live and work around the world. Our annual "Season of Giving" program embodies this ethos, extending warm holiday wishes to our clients and making a meaningful impact by funding 100,000 meals worldwide through the [GlobalGiving](#) platform.

Corporate citizenship encapsulates the idea that businesses have a responsibility to contribute positively to society. In the current landscape, consumers and employees increasingly favor companies with a strong sense of social responsibility.

While the Season of Giving showcases our commitment to philanthropy and encourages [a culture of compassion](#) within our organization, it is also intricately woven into the fabric of the [United Nations Sustainable Development Goals \(SDGs\)](#). These 17 global goals serve as a blueprint for a better and more sustainable future, addressing a wide range of challenges from poverty and hunger to climate action and equality.

The foremost goal we contribute to is [SDG 2: Zero Hunger](#). By funding 100,000 meals through GlobalGiving, an online platform connecting donors with grassroots projects around the world, we are providing meals to those in need and addressing hunger and food insecurity, an issue that [affects 1.3 billion individuals](#), on a global scale. The Season of Giving directly supports the aim of achieving food security and improved nutrition and contributes to the broader agenda of sustainable

development.

Our commitment also aligns with [SDG 1: No Poverty](#), as we recognize the integral link between hunger and poverty. By addressing immediate nutritional needs, we contribute to breaking the cycle of poverty and creating pathways to economic empowerment for individuals and communities.

Our corporate citizenship initiatives also touch upon other SDGs, such as [SDG 3: Good Health and Well-Being](#), by promoting access to nutritious meals; [SDG 8: Decent Work and Economic Growth](#), by supporting initiatives that create employment opportunities in the food supply chain; and [SDG 17: Partnerships for the Goals](#), by collaborating with organizations like GlobalGiving to amplify our impact.

The importance of giving back as an organization also fosters a sense of purpose and unity among employees, instilling pride in being part of a company that prioritizes social impact. While engaging in philanthropic endeavors does help strengthen the corporate brand, more importantly, it also creates a positive work environment, attracting and retaining talent that appreciate a sense of community and shared values, and it's an investment in our collective future.

As organizations, we have a unique opportunity to channel the collective goodwill of the season into initiatives that address pressing societal issues. In addition to the Season of Giving program, BMC employees give back in other ways during the holidays—volunteering their time, donating to local charities, and organizing workplace giving campaigns. We also encourage our employees to give back by signing up to be virtual literacy tutors for [Joy Education Foundation](#), and our multilingual employees to become humanitarian aid worker translators on the [Tarjimly App](#). On a one-to-one level, we promote sending a text or card of gratitude to someone who has made a difference in their life or day.

Corporate citizenship is a commitment to making a positive impact on the world. We hope that our Season of Giving exemplifies this commitment by aligning holiday greetings with honoring our clients and providing meals to those in need. As businesses, let us recognize the importance of giving back, not only during the holidays but throughout the year, ensuring that our corporate success contributes to the well-being of the global community we serve.