



# Nation Builder launches Good Giving Benchmarking Tool

Nation Builder, a Muthobi Foundation initiative, aims to equip and enable businesses to have a positive impact on South Africans through effective corporate social investment (CSI) giving.



Nation Builder believes that businesses have the power to dramatically influence the future of South Africa and turn it into a healthy, prosperous nation for all its people. The best way businesses can do this is by ensuring that their corporate social investment funds are invested strategically and responsibly.

This will benefit both the country and the businesses themselves as they create a healthier, stronger society. Many tough yet valuable lessons have been learned over the years in the CSI space, and using these lessons, Nation Builder has developed a completely free, no-obligations online benchmarking tool.

## Effectiveness of strategies

The Good Giving Benchmarking Tool is a unique online system for self-assessment and learning. It was designed to help businesses better understand the effectiveness of their good giving strategies, and takes them through the various steps of corporate social investment (such as purpose, strategy development, implementation, monitoring and evaluation) and scores the company on each section. They can then benchmark themselves against industry leaders, as well as their peers. Free resources are then made available to them with tips on how to improve the various aspects of their good giving.

The Good Giving Benchmarking Tool was developed over 18 months with the help of experienced CSI specialists from companies such as Investec, KPMG, Growthpoint Properties, the Gordon Institute of Business Science, Tsogo Sun and Edcon.

“Nation Builder’s Good Giving Benchmarking Tool was a revelation - it helped us to see what we are doing right but also highlighted areas in which our company could improve our good giving efforts to build South Africa’s future,” says Koos de la Rey from Oasis Water.

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