APPENDIX A. PANEL ANALYSIS.

Restoring or Improving?
Donation Missions in Corporate Philanthropy, Employee Perceptions, and Firm Profitability

1 ALTERNATIVE EXPLANATIONS

TABLE A.1
Reverse-Causality: Does Profitability Predict Restorative-Dominant Profile?

Dependent variable $_{t-1}$	**(1) Profit per employee**	**(2) Operating ROA**	**(3) Operating Margin**	**(4) Gross Margin**
Panel A. Donor-only sample (firm-years with any giving)				
Lagged profitability metric	0.015	0.001	0.000	0.001
	(0.012)	(0.001)	(0.001)	(0.001)
	[0.212]	[0.162]	[0.803]	[0.586]
Controls	Firm + Beneficiary County + Donation Event			
Fixed effects	Firm + Year			
Multinomial entropy	No	No	No	No
Observations (firm-years)	8,523	8,523	8,523	8,523
Mean of DV	0.193	0.193	0.193	0.193
Within R^2	0.118	0.119	0.117	0.118
Panel B. Full sample (including non-donor firm-years)				
Lagged profitability metric	0.013	0.002	0.001	0.001
	(0.011)	(0.001)	(0.001)	(0.001)
	[0.238]	[0.072]	[0.701]	[0.414]
Controls	Firm + Beneficiary county + Donation Event			
Fixed effects	Firm FE + Year FE			
Multinomial entropy	No	No	No	No
Observations (firm-years)	10,000	10,000	10,000	10,000
Number of firms	500	500	500	500
Mean of DV	0.164	0.164	0.164	0.164
Within R^2	0.108	0.110	0.107	0.108

Notes: The table shows results from firm fixed-effects linear probability models (LPMs) where the dependent variable is Restorative-dominant$_t$ (≥60% of philanthropic spend in year t is restorative). Each column reports a separate regression in which the lagged profitability metric shown in the column header (measured at t−1) predicts restorative-dominant status in year t, conditional on controls, firm FE, and year FE. Operating ROA, operating margin, and gross margin are expressed in percentage points (ratio × 100). Donor-only sample includes firm-years with positive philanthropic outlay; full sample additionally includes non-donor years (coded 0). Entropy-balancing weights are not applied in this reverse-causality test to avoid mechanically attenuating associations if profitability variables enter the balancing set. Robust standard errors clustered by firm are in parentheses and p-values are in brackets.

TABLE A.2
Sorting: Does Prior Bad Behavior Predict Philanthropic Profile?

Philanthropic Profile	(1) Restorative	(2) Developmental	(3) Mixed	(4) Restorative	(5) Developmental	(6) Mixed
Panel A. Social Irresponsibility (MSCI ESG KLD concerns, z)						
KLD concerns $(z)_{t-1}$	0.015	0.018	0.006	0.009	0.011	0.008
	(0.006)	(0.007)	(0.005)	(0.005)	(0.005)	(0.006)
	[0.013]	[0.010]	[0.231]	[0.072]	[0.028]	[0.183]
Sample	Donor-only			Full		
Controls	Firm + Beneficiary County + Donation Event			Firm + Beneficiary County + Donation Event		
Fixed effects	Firm + Year			Firm + Year		
Multinomial entropy	No			No		
Within R^2	0.032	0.032	0.032	0.028	0.028	0.028
Panel B. Negative media (z = standardized log(1+negative-tone articles))						
Negative media $(z)_{t-1}$	0.008	0.012	0.004	0.007	0.018	0.006
	(0.005)	(0.006)	(0.004)	(0.004)	(0.007)	(0.004)
	[0.110]	[0.046]	[0.318]	[0.081]	[0.010]	[0.134]
Sample	Donor-only			Full		
Controls	Firm + Beneficiary County + Donation Event			Firm + Beneficiary County + Donation Event		
Fixed effects	Firm + Year			Firm + Year		
Multinomial entropy	No			No		
Within R^2	0.021	0.021	0.021	0.019	0.019	0.019
Observations (firm-years)	8,523	8,523	8,523	10,000	10,000	10,000
Number of firms	500	500	500	500	500	500

Notes: This table estimates linear probability models predicting each philanthropic profile in year t from the lagged prior-harm proxy (t−1). In the donor-only sample, coefficients reflect compositional shifts among donors (restorative, developmental, mixed). Entropy-balancing weights are not applied to avoid mechanically attenuating associations if controversy/performance variables enter the balancing set. Robust standard errors clustered by firm are in parentheses and p-values are in brackets.

2 ADDITIONAL ROBUSTNESS

TABLE A.3
The Association between Philanthropic Profile and Firm Profitability
Edge-case exclusions (low-confidence classifications; predicted class probabilities 0.45–0.55)

Dependent variable $_{t+1}$	**(1) Profit per employee**	**(2) Operating ROA**	**(3) Operating Margin**	**(4) Gross Margin**
Developmental-dominant $_t$	0.009	0.046	0.025	0.036
	(0.005)	(0.050)	(0.069)	(0.070)
	[0.090]	[0.358]	[0.717]	[0.607]
Restorative-dominant $_t$	0.036	0.236	0.178	0.194
	(0.012)	(0.069)	(0.084)	(0.089)
	[0.003]	[0.001]	[0.034]	[0.029]
Mixed-profile $_t$	0.016	0.118	0.090	0.090
	(0.008)	(0.060)	(0.075)	(0.080)
	[0.048]	[0.049]	[0.230]	[0.262]
Dependent variable $_t$	0.750	0.550	0.600	0.700
	(0.010)	(0.020)	(0.020)	(0.010)
	[0.000]	[0.000]	[0.000]	[0.000]
Controls		Firm + Beneficiary County + Donation Event		
Fixed effects		Firm + Beneficiary County + Industry-Year		
Multinomial entropy	Yes	Yes	Yes	Yes
Observations (firm-years)	10,000	10,000	10,000	10,000
Number of firms	500	500	500	500
Adjusted R^2	0.294	0.256	0.281	0.420
Wald Tests (p-value)				
Restorative = Developmental	0.010	0.009	0.104	0.058
Restorative = Mixed	0.073	0.079	0.224	0.176
Developmental = Mixed	0.287	0.228	0.492	0.504

Notes: This table reports the main panel specification after excluding donation reports with predicted class probabilities between 0.45 and 0.55 (4.02% of reports) prior to constructing firm-year philanthropy profiles. The omitted category is non-donor firm-years. Dependent variables are measured at t+1; philanthropy-type indicators are measured at t. Operating ROA, operating margin, and gross margin are expressed in percentage points (ratio × 100). Profit per employee is the natural logarithm of net profit divided by the number of employees. Operating ROA is operating profit (earnings before interest and tax) divided by total assets. Operating margin is operating profit divided by operating revenue. Gross margin is gross profit (revenue minus cost of goods sold) divided by operating revenue. All models include the same firm, beneficiary county, and donation-event controls; firm, beneficiary county, and industry-year fixed effects; and multinomial entropy-balancing weights as in Table 2. Bottom-panel p-values report pairwise Wald tests of coefficient equality across philanthropy profiles. The sample comprises 10,000 firm-year observations from the 500 largest publicly traded U.S. firms by revenue, observed annually from 2000 to 2019. Robust standard errors clustered at the firm level are reported in parentheses and p-values are shown in brackets.

TABLE A.4

Sensitivity of Philanthropy Type Coefficients to Alternative Thresholds

Dependent variable $_{t+1}$	(1) Profit per employee	(2) Operating ROA	(3) Operating Margin	(4) Gross Margin
Panel A. Dominance threshold = 75%				
	0.011	0.048	0.028	0.039
Developmental-dominant $_t$	(0.006)	(0.051)	(0.071)	(0.071)
	[0.067]	[0.347]	[0.693]	[0.583]
	0.034	0.226	0.167	0.186
Restorative-dominant $_t$	(0.013)	(0.074)	(0.089)	(0.094)
	[0.009]	[0.002]	[0.061]	[0.048]
	0.016	0.112	0.079	0.083
Mixed-profile $_t$	(0.009)	(0.064)	(0.076)	(0.080)
	[0.075]	[0.080]	[0.299]	[0.300]
	0.748	0.549	0.599	0.699
Dependent variable $_t$	(0.010)	(0.020)	(0.020)	(0.010)
	[0.000]	[0.000]	[0.000]	[0.000]
Controls		Firm + Beneficiary County + Donation Event		
Fixed effects		Firm + Beneficiary County + Industry-Year		
Multinomial entropy		Yes		
Observations (firm-years)	10,000	10,000	10,000	10,000
Number of firms	500	500	500	500
Adjusted R^2	0.298	0.254	0.273	0.412
Wald Tests (p-value)				
Restorative = Developmental	0.028	0.014	0.192	0.085
Restorative = Mixed	0.136	0.097	0.281	0.214
Developmental = Mixed	0.401	0.241	0.546	0.503
Panel B. Dominance threshold = 90%				
	0.012	0.053	0.031	0.042
Developmental-dominant $_t$	(0.007)	(0.055)	(0.077)	(0.078)
	[0.086]	[0.335]	[0.687]	[0.590]
	0.036	0.238	0.172	0.190
Restorative-dominant $_t$	(0.015)	(0.081)	(0.098)	(0.104)
	[0.016]	[0.003]	[0.079]	[0.068]
	0.015	0.110	0.077	0.081
Mixed-profile $_t$	(0.009)	(0.065)	(0.078)	(0.082)
	[0.096]	[0.091]	[0.324]	[0.323]
	0.747	0.548	0.598	0.698
Dependent variable $_t$	(0.010)	(0.020)	(0.020)	(0.010)
	[0.000]	[0.000]	[0.000]	[0.000]
Controls		Firm + Beneficiary County + Donation Event		
Fixed effects		Firm + Beneficiary County + Industry-Year		
Multinomial entropy		Yes		
Observations (firm-years)	10,000	10,000	10,000	10,000
Number of firms	500	500	500	500
Adjusted R^2	0.297	0.257	0.277	0.417
Wald Tests (p-value)				

Dependent variable $_{t+1}$	(1) Profit per employee	(2) Operating ROA	(3) Operating Margin	(4) Gross Margin
Restorative = Developmental	0.041	0.022	0.215	0.112
Restorative = Mixed	0.182	0.108	0.307	0.239
Developmental = Mixed	0.487	0.319	0.612	0.594

Notes: This table reports the main panel specification (Table 2) using alternative dominance thresholds when constructing firm-year philanthropy profiles. Panel A classifies a firm-year as Developmental-dominant (Restorative-dominant) if at least 75% of its annual philanthropic spending is developmental (restorative); Panel B uses a 90% threshold. Firm-years that involve philanthropic giving but do not meet the dominance threshold for either category are classified as Mixed-profile. The omitted category is non-donor firm-years. Dependent variables are measured at t+1; philanthropy-type indicators are measured at t. Operating ROA, operating margin, and gross margin are expressed in percentage points (ratio × 100). Profit per employee is the natural logarithm of net profit divided by the number of employees. Operating ROA is operating profit (earnings before interest and tax) divided by total assets. Operating margin is operating profit divided by operating revenue. Gross margin is gross profit (revenue minus cost of goods sold) divided by operating revenue. All models include the same firm, beneficiary county, and donation-event controls; firm, beneficiary county, and industry-year fixed effects; and multinomial entropy-balancing weights as in Table 2. Bottom-panel p-values report pairwise Wald tests of coefficient equality across philanthropy profiles. The sample comprises 10,000 firm-year observations from the 500 largest publicly traded U.S. firms by revenue, observed annually from 2000 to 2019. Robust standard errors clustered at the firm level are reported in parentheses and p-values are shown in brackets.

TABLE A.5

Continuous Measure of Restorative Giving

We calculate the following model:

$$Y_{i,j,s,t+1} = \beta_1 \text{RestorativeShare}_{i,t} + \rho Y_{i,t} + \Gamma X_{i,j,t} + \delta_i + \lambda_j + \theta_{s \times t} + \varepsilon_{i,j,s,t+1}$$

Dependent variable $_{t+1}$	**(1) Profit per employee**	**(2) Operating ROA**	**(3) Operating Margin**	**(4) Gross Margin**
Restorative share $_t$	0.041 (0.017) [0.016]	0.241 (0.097) [0.013]	0.169 (0.109) [0.121]	0.188 (0.094) [0.046]
Dependent variable $_t$	0.744 (0.011) [0.000]	0.547 (0.020) [0.000]	0.594 (0.021) [0.000]	0.696 (0.011) [0.000]
Controls	Firm + Beneficiary County + Donation Event			
Fixed effects	Firm + Beneficiary County + Industry-Year			
Sample	Donor firm-years only			
Observations (firm-years)	8,530	8,530	8,530	8,530
Number of firms	500	500	500	500
Adjusted R^2	0.278	0.239	0.258	0.408

Notes: This table presents estimates from panel regressions evaluating the association between the continuous composition of corporate philanthropy and subsequent firm profitability. The key independent variable, Restorative share t, is calculated as the proportion of a firm's total annual philanthropic dollars in year t allocated to restorative causes, ranging from 0 (fully developmental giving) to 1 (fully restorative giving); intermediate values indicate more balanced philanthropic portfolios. No dominance thresholds are imposed in this specification. The models are estimated on donor firm-years only. Dependent variables are measured at t+1; Restorative share is measured at t. Operating ROA, operating margin, and gross margin are expressed in percentage points (ratio x 100). Profit per employee is the natural logarithm of net profit divided by the number of employees. Controls and fixed effects follow the baseline specification in Table 2. Robust standard errors, clustered at the firm level, are reported in parentheses and p-values in brackets.

TABLE A.6
Beneficiary Novelty
Share of annual donation events directed to new beneficiaries

Dependent variable $_{t+1}$	**(1) Profit per employee**	**(2) Operating ROA**	**(3) Operating Margin**	**(4) Gross Margin**
Developmental-dominant$_t$	0.010	0.049	0.029	0.039
	(0.006)	(0.051)	(0.070)	(0.071)
	[0.094]	[0.336]	[0.681]	[0.586]
Restorative-dominant$_t$	0.031	0.219	0.159	0.181
	(0.012)	(0.071)	(0.086)	(0.091)
	[0.009]	[0.002]	[0.065]	[0.047]
Mixed-profile$_t$	0.017	0.116	0.081	0.084
	(0.008)	(0.061)	(0.075)	(0.080)
	[0.035]	[0.058]	[0.279]	[0.292]
Novelty$_t$	0.006	0.036	0.024	0.029
	(0.009)	(0.058)	(0.069)	(0.073)
	[0.492]	[0.534]	[0.727]	[0.688]
Developmental-dominant$_t$ × Novelty$_t$	0.011	0.058	0.041	0.047
	(0.010)	(0.072)	(0.087)	(0.092)
	[0.284]	[0.421]	[0.638]	[0.610]
Restorative-dominant$_t$ × Novelty$_t$	0.012	0.064	0.049	0.054
	(0.012)	(0.081)	(0.095)	(0.101)
	[0.317]	[0.430]	[0.606]	[0.593]
Mixed-profile$_t$ × Novelty$_t$	-0.009	-0.051	-0.038	-0.042
	(0.011)	(0.075)	(0.086)	(0.091)
	[0.413]	[0.497]	[0.661]	[0.643]
Dependent variable$_t$	0.748	0.548	0.598	0.699
	(0.010)	(0.020)	(0.020)	(0.010)
	[0.000]	[0.000]	[0.000]	[0.000]
Controls	Firm + Beneficiary County + Donation Event			
Fixed effects	Firm + Beneficiary County + Industry-Year			
Multinomial entropy-balancing	Yes			
Observations (firm-years)	10,000	10,000	10,000	10,000
Number of firms	500	500	500	500
Adjusted R^2	0.301	0.261	0.281	0.421

Notes: This table evaluates whether the association between philanthropic profile and subsequent firm profitability varies with beneficiary novelty. Novelty_t is the share of firm i's donation events in year t directed to recipients that had not previously received support from that firm in earlier sample years (2000 to t−1). The variable is mean-centered among donor firm-years before constructing the interaction terms, so the main philanthropic-profile coefficients are evaluated at average novelty. A firm-year is classified as Developmental-dominant, Restorative-dominant, or Mixed-profile using the same 60% rule as in Table 2; the omitted category is non-donor firm-years. Dependent variables are measured at t+1; philanthropic-profile indicators and interaction terms are measured at t. Operating ROA, operating margin, and gross margin are expressed in percentage points (ratio × 100). Profit per employee is the natural logarithm of net profit divided by employees. All models include the same firm, beneficiary county, and donation-event controls; firm, beneficiary county, and industry-year fixed effects; and multinomial entropy-balancing weights as in Table 2. The sample comprises 10,000 firm-year observations from 500 publicly traded U.S. firms observed annually from 2000 to 2019. Robust standard errors clustered at the firm level are reported in parentheses and p-values are shown in brackets.

TABLE A.7
Donation Frequency

Dependent variable $_{t+1}$	(1) Profit per employee	(2) Operating ROA	(3) Operating Margin	(4) Gross Margin
Developmental-dominant$_t$	0.010	0.051	0.031	0.041
	(0.006)	(0.051)	(0.071)	(0.072)
	[0.089]	[0.321]	[0.662]	[0.569]
Restorative-dominant$_t$	0.032	0.224	0.163	0.184
	(0.013)	(0.072)	(0.087)	(0.093)
	[0.011]	[0.002]	[0.061]	[0.048]
Mixed-profile$_t$	0.018	0.118	0.083	0.085
	(0.008)	(0.061)	(0.075)	(0.080)
	[0.029]	[0.055]	[0.270]	[0.289]
Donation frequency$_t$	0.004	0.027	0.019	0.024
	(0.007)	(0.046)	(0.055)	(0.058)
	[0.541]	[0.557]	[0.731]	[0.677]
Developmental-dominant$_t$ × Frequency$_t$	0.010	0.052	0.037	0.042
	(0.011)	(0.074)	(0.086)	(0.089)
	[0.363]	[0.482]	[0.667]	[0.635]
Restorative-dominant$_t$ × Frequency$_t$	0.014	0.076	0.057	0.061
	(0.015)	(0.088)	(0.101)	(0.105)
	[0.353]	[0.390]	[0.573]	[0.561]
Mixed-profile$_t$ × Frequency$_t$	-0.010	-0.049	-0.036	-0.040
	(0.010)	(0.075)	(0.086)	(0.089)
	[0.317]	[0.514]	[0.675]	[0.651]
Dependent variable$_t$	0.749	0.549	0.599	0.699
	(0.010)	(0.020)	(0.020)	(0.010)
	[0.000]	[0.000]	[0.000]	[0.000]
Controls	Firm + Beneficiary County + Donation Event			
Fixed effects	Firm + Beneficiary County + Industry-Year			
Multinomial entropy-balancing	Yes			
Observations (firm-years)	10,000	10,000	10,000	10,000
Number of firms	500	500	500	500
Adjusted R^2	0.302	0.262	0.282	0.422

Notes: This table evaluates whether the association between philanthropic profile and subsequent firm profitability varies with annual donation frequency. Frequency_t is calculated as the natural logarithm of one plus the number of donation events made by firm i in year t. The variable is mean-centered among donor firm-years before constructing the interaction terms, so the main philanthropic-profile coefficients are evaluated at average donation frequency. The table reports the three philanthropic-profile coefficients and their interactions with Frequency_t; the lower-order Frequency_t term is included in all models but omitted for brevity. A firm-year is classified as Developmental-dominant, Restorative-dominant, or Mixed-profile using the same 60% rule as in Table 2; the omitted category is non-donor firm-years. Dependent variables are measured at t+1; philanthropic-profile indicators and interaction terms are measured at t. Operating ROA, operating margin, and gross margin are expressed in percentage points (ratio × 100). Profit per employee is the natural logarithm of net profit divided by employees. All models include the same firm, beneficiary county, and donation-event controls; firm, beneficiary county, and industry-year fixed effects; and multinomial entropy-balancing weights as in Table 2. The sample comprises 10,000 firm-year observations from 500 publicly traded U.S. firms observed annually from 2000 to 2019. Robust standard errors clustered at the firm level are reported in parentheses and p-values are shown in brackets.

TABLE A.8

Stakeholder Orientation

Split-sample estimates in business-to-business (B2B) and business-to-consumer (B2C) firms

Dependent **variable** $_{t+1}$	**(1) Profit per employee**	**(2) Operating ROA**	**(3) Operating Margin**	**(4) Gross Margin**
Panel A. B2B sample				
Developmental-dominant$_t$	0.009 (0.006) [0.134]	0.045 (0.053) [0.396]	0.028 (0.073) [0.701]	0.038 (0.072) [0.598]
Restorative-dominant$_t$	0.030 (0.013) [0.021]	0.210 (0.078) [0.007]	0.152 (0.092) [0.098]	0.175 (0.092) [0.057]
Mixed-profile$_t$	0.017 (0.009) [0.059]	0.115 (0.062) [0.064]	0.085 (0.078) [0.276]	0.090 (0.081) [0.267]
Dependent variable$_t$	0.749 (0.010) [0.000]	0.549 (0.020) [0.000]	0.599 (0.020) [0.000]	0.698 (0.010) [0.000]
Controls	Firm + Beneficiary County + Donation Event			
Fixed effects	Firm + Beneficiary County + Industry-Year			
Multinomial entropy	Yes			
Observations (firm-years)	5,400	5,400	5,400	5,400
Number of firms	270	270	270	270
Adjusted R^2	0.298	0.257	0.278	0.418
Wald tests (p-value)				
Restorative = Developmental	0.078	0.061	0.224	0.171
Restorative = Mixed-profile	0.263	0.195	0.388	0.334
Developmental = Mixed-profile	0.438	0.297	0.513	0.487

Table 8 (continued)

Dependent **variable** $_{t+1}$	**(1) Profit per employee**	**(2) Operating ROA**	**(3) Operating Margin**	**(4) Gross Margin**
Panel B. B2C sample				
Developmental-dominant$_t$	0.012 (0.009) [0.157]	0.057 (0.066) [0.388]	0.048 (0.094) [0.610]	0.053 (0.092) [0.565]
Restorative-dominant$_t$	0.037 (0.014) [0.010]	0.240 (0.085) [0.005]	0.177 (0.107) [0.098]	0.205 (0.110) [0.063]
Mixed-profile$_t$	0.019 (0.011) [0.095]	0.130 (0.070) [0.064]	0.095 (0.092) [0.303]	0.102 (0.095) [0.285]
Dependent variable$_t$	0.747 (0.010) [0.000]	0.547 (0.020) [0.000]	0.597 (0.020) [0.000]	0.699 (0.010) [0.000]
Controls	Firm + Beneficiary County + Donation Event			
Fixed effects	Firm + Beneficiary County + Industry-Year			
Multinomial entropy	Yes			
Observations (firm-years)	4,600	4,600	4,600	4,600
Number of firms	230	230	230	230
Adjusted R^2	0.308	0.266	0.285	0.427
Wald tests (p-value)				
Restorative = Developmental	0.087	0.052	0.248	0.184
Restorative = Mixed-profile	0.221	0.174	0.361	0.302
Developmental = Mixed-profile	0.512	0.314	0.496	0.472
Cross-panel equality tests (p-value)				
Developmental B2B = Developmental B2C	0.617	0.764	0.739	0.796
Restorative B2B = Restorative B2C	0.243	0.391	0.649	0.617
Mixed-profile B2B = Mixed-profile B2C	0.775	0.639	0.835	0.810

Notes: This table evaluates whether the association between philanthropic profile and subsequent firm profitability generalizes across firms with different stakeholder orientation. Panel A estimates the Table 2 specification in the B2B subsample, and Panel B estimates the same model in the B2C subsample. Stakeholder orientation is measured using the consumer-orientation indicator reported in Table 1, which classifies firms according to whether their primary end users are other businesses or final consumers. Philanthropic profiles are defined using the same 60% rule as in Table 2; non-donor firm-years are the omitted category. Dependent variables are measured at t+1 and philanthropic-profile indicators at t. Operating ROA, operating margin, and gross margin are expressed in percentage points, and profit per employee is the natural logarithm of net profit divided by employees. All models include the same controls, fixed effects, and multinomial entropy-balancing weights as in Table 2. Within-panel p-values report pairwise Wald tests across profiles, and cross-panel p-values report pooled-model tests of equality of the corresponding profile coefficients across B2B and B2C firms. The sample comprises 10,000 firm-year observations from 500 publicly traded U.S. firms observed annually from 2000 to 2019. Robust standard errors clustered at the firm level are reported in parentheses and p-values are shown in brackets.

TABLE A.9

Media Visibility

Interactions with donation-specific media visibility

Dependent variable $_{t+1}$	**(1) Profit per employee**	**(2) Operating ROA**	**(3) Operating Margin**	**(4) Gross Margin**
Developmental-dominant$_t$	0.010 (0.006) [0.095]	0.049 (0.051) [0.338]	0.029 (0.070) [0.682]	0.039 (0.071) [0.584]
Restorative-dominant$_t$	0.031 (0.012) [0.010]	0.218 (0.071) [0.002]	0.158 (0.086) [0.067]	0.180 (0.091) [0.048]
Mixed-profile$_t$	0.017 (0.008) [0.033]	0.116 (0.061) [0.058]	0.081 (0.075) [0.281]	0.084 (0.080) [0.294]
Donation publicity$_t$	0.002 (0.006) [0.711]	0.015 (0.042) [0.720]	0.010 (0.050) [0.842]	0.012 (0.053) [0.821]
Developmental-dominant$_t$ × Donation publicity$_t$	0.005 (0.008) [0.531]	0.038 (0.056) [0.497]	0.028 (0.070) [0.688]	0.034 (0.073) [0.643]
Restorative-dominant$_t$ × Donation publicity$_t$	0.011 (0.007) [0.117]	0.082 (0.058) [0.158]	0.064 (0.072) [0.374]	0.069 (0.076) [0.365]
Mixed-profile$_t$ × Donation publicity$_t$	*Omitted reference category*			
Dependent variable$_t$	0.748 (0.010) [0.000]	0.548 (0.020) [0.000]	0.598 (0.020) [0.000]	0.699 (0.010) [0.000]
Controls	Firm + Beneficiary County + Donation Event			
Fixed effects	Firm + Beneficiary County + Industry-Year			
Multinomial entropy-balancing weights	Yes			
Observations (firm-years)	10,000	10,000	10,000	10,000
Number of firms	500	500	500	500
Adjusted R^2	0.302	0.261	0.281	0.421

Notes: This table evaluates whether the association between philanthropic profile and subsequent firm profitability varies with donation-specific media visibility. Donation publicity_t is calculated as log(1 + the annual number of unique media articles referencing firm i's philanthropic donations). Firm publicity_t remains in the baseline control vector. Donation publicity_t is mean-centered among donor firm-years and set to 0 in non-donor years. Because donation publicity is defined only for donor-years, the Mixed-profile_t × Donation publicity_t interaction is omitted as the reference category to avoid perfect collinearity; the lower-order Donation publicity_t coefficient therefore captures the publicity slope for mixed-profile donor-years, and the reported interaction terms capture deviations for developmental- and restorative-dominant donor-years. Philanthropic profiles are defined using the same 60% rule as in Table 2; the omitted category is non-donor firm-years. Dependent variables are measured at t+1 and explanatory

variables at t. Operating ROA, operating margin, and gross margin are expressed in percentage points (ratio × 100). Profit per employee is the natural logarithm of net profit divided by employees. All models include the same firm, beneficiary county, and donation-event controls; firm, beneficiary county, and industry-year fixed effects; and multinomial entropy-balancing weights as in Table 2. The sample comprises 10,000 firm-year observations from 500 publicly traded U.S. firms observed annually from 2000 to 2019. Robust standard errors clustered at the firm level are reported in parentheses and p-values are shown in brackets.

TABLE A.10
Within-Firm Switcher Analysis

Donor-only sample restricted to firms that switch dominant philanthropic profile; developmental-dominant years are omitted

Dependent variable $_{t+1}$	**(1) Profit per employee**	**(2) Operating ROA**	**(3) Operating Margin**	**(4) Gross Margin**
Restorative-dominant$_t$	0.020	0.140	0.120	0.135
	(0.009)	(0.070)	(0.075)	(0.070)
	[0.027]	[0.046]	[0.111]	[0.055]
Mixed-profile$_t$	0.010	0.060	0.050	0.040
	(0.007)	(0.055)	(0.070)	(0.065)
	[0.154]	[0.276]	[0.476]	[0.539]
Dependent variable $_t$	0.720	0.500	0.560	0.660
	(0.015)	(0.030)	(0.030)	(0.020)
	[0.000]	[0.000]	[0.000]	[0.000]
Controls	Firm + Beneficiary County + Donation Event			
Fixed effects	Firm FE + Year FE			
Switcher-firm restriction	At least one restorative-dominant year and one non-restorative donor-year			
Entropy-balancing weights	No	No	No	No
Observations (firm-years)	5,240	5,240	5,240	5,240
Number of firms	300	300	300	300
Within R^2	0.280	0.230	0.240	0.390
Wald test: Restorative = Mixed-profile (p-value)	0.380	0.370	0.490	0.320

Notes: This table evaluates whether within-firm changes in dominant philanthropic profile are associated with within-firm changes in subsequent firm profitability. The sample is restricted to donor firm-years from firms that switch dominant philanthropic profile at least once and have at least one restorative-dominant year and one non-restorative donor-year. Developmental-dominant years are the omitted category, so the reported coefficients compare restorative-dominant and mixed-profile years with developmental-dominant years within the same firm. Dependent variables are measured at t+1; philanthropic-profile indicators are measured at t. Profit per employee is the natural logarithm of net profit divided by employees. Operating ROA, operating margin, and gross margin are expressed in percentage points (ratio x 100) and are defined as in Table 2. All models include the same firm, beneficiary-county, and donation-event controls as in Table 2 and firm and year fixed effects. Entropy-balancing weights are not applied because this specification is identified from within-firm profile changes among switching donor firms rather than cross-sectional comparisons across donor types. Within R^2 is reported. Robust standard errors clustered at the firm level are reported in parentheses and p-values are shown in brackets.

TABLE A.11
The Association between Philanthropic Profile and Firm Profitability
Winsorization of annual philanthropic expenditure and profitability measures

Dependent variable $_{t+1}$	**(1) Profit per employee**	**(2) Operating ROA**	**(3) Operating Margin**	**(4) Gross Margin**
Developmental-dominant $_t$	0.009	0.047	0.028	0.037
	(0.005)	(0.049)	(0.069)	(0.069)
	[0.081]	[0.338]	[0.686]	[0.590]
Restorative-dominant $_t$	0.030	0.211	0.152	0.173
	(0.011)	(0.068)	(0.084)	(0.089)
	[0.009]	[0.002]	[0.071]	[0.052]
Mixed-profile $_t$	0.017	0.113	0.079	0.081
	(0.008)	(0.059)	(0.074)	(0.078)
	[0.032]	[0.054]	[0.285]	[0.299]
Dependent variable $_t$	0.744	0.556	0.606	0.707
	(0.010)	(0.019)	(0.019)	(0.010)
	[0.000]	[0.000]	[0.000]	[0.000]
Controls	Firm + Beneficiary County + Donation Event			
Fixed effects	Firm + Beneficiary County + Industry-Year			
Multinomial entropy	Yes	Yes	Yes	Yes
Observations (firm-years)	10,000	10,000	10,000	10,000
Number of firms	500	500	500	500
Adjusted R^2	0.307	0.267	0.287	0.432
Wald Tests (p-value)				
Restorative = Developmental	0.022	0.013	0.194	0.084
Restorative = Mixed	0.127	0.089	0.258	0.201
Developmental = Mixed	0.347	0.224	0.533	0.491

Notes: This table reports the main panel specification after winsorizing annual philanthropic expenditure and the four profitability outcomes at the 1st and 99th percentiles. The omitted category is non-donor firm-years. Dependent variables are measured at t+1; philanthropy-type indicators are measured at t. Philanthropic profiles are classified using the same 60% rule as in Table 2. Operating ROA, operating margin, and gross margin are expressed in percentage points (ratio × 100). Profit per employee is the natural logarithm of net profit divided by the number of employees. Operating ROA is operating profit (earnings before interest and tax) divided by total assets. Operating margin is operating profit divided by operating revenue. Gross margin is gross profit (revenue minus cost of goods sold) divided by operating revenue. All models include the same firm, beneficiary county, and donation-event controls; firm, beneficiary county, and industry-year fixed effects; and multinomial entropy-balancing weights as in Table 2. Robust standard errors, clustered at the firm level, are reported in parentheses and p-values in brackets.

TABLE A.12
Full Archival Models Including Firm, Beneficiary-County, and Donation-Event Controls

Dependent variable $_{t+1}$	**(1) Profit per employee**	**(2) Operating ROA**	**(3) Operating margin**	**(4) Gross margin**
Developmental-dominant $_{t}$	0.009	0.043	0.018	0.031
	(0.006)	(0.049)	(0.069)	(0.068)
	[0.134]	[0.380]	[0.794]	[0.648]
Restorative-dominant $_{t}$	0.031	0.208	0.147	0.171
	(0.012)	(0.070)	(0.084)	(0.088)
	[0.010]	[0.003]	[0.080]	[0.052]
Mixed-profile $_{t}$	0.017	0.118	0.068	0.097
	(0.008)	(0.059)	(0.073)	(0.079)
	[0.034]	[0.046]	[0.352]	[0.220]
Dependent variable $_{t}$	0.009	0.043	0.018	0.031
	(0.006)	(0.049)	(0.069)	(0.068)
	[0.134]	[0.380]	[0.794]	[0.648]
Tobin's Q $_{t-1}$	0.006	0.060	0.080	0.050
	(0.002)	(0.020)	(0.030)	(0.030)
	[0.003]	[0.003]	[0.008]	[0.096]
R&D intensity $_{t-1}$	0.002	0.012	−0.015	0.031
	(0.001)	(0.005)	(0.007)	(0.009)
	[0.046]	[0.016]	[0.032]	[0.001]
Prior philanthropic activity $_{t-1}$	0.002	0.004	0.004	0.003
	(0.001)	(0.002)	(0.003)	(0.003)
	[0.046]	[0.046]	[0.183]	[0.317]
Firm-wide visibility $_{t-1}$	0.008	0.070	0.090	0.120
	(0.003)	(0.020)	(0.030)	(0.030)
	[0.008]	[0.000]	[0.003]	[0.000]
Population $_{t}$	0.001	0.008	0.009	0.011
	(0.001)	(0.005)	(0.006)	(0.006)
	[0.317]	[0.110]	[0.134]	[0.067]
Median personal income $_{t}$	0.007	0.090	0.100	0.130
	(0.003)	(0.030)	(0.040)	(0.050)
	[0.020]	[0.003]	[0.012]	[0.009]
Jobs per capita $_{t}$	0.021	0.420	0.500	0.620
	(0.012)	(0.160)	(0.190)	(0.220)
	[0.080]	[0.009]	[0.008]	[0.005]
Adults without high school diploma $_{t}$	−0.002	−0.018	−0.022	−0.020
	(0.001)	(0.006)	(0.007)	(0.009)
	[0.046]	[0.003]	[0.002]	[0.026]
Rural–urban continuum $_{t}$	−0.001	−0.010	−0.012	−0.015
	(0.001)	(0.007)	(0.008)	(0.009)
	[0.317]	[0.153]	[0.134]	[0.096]
In-kind donation share $_{t}$	0.014	0.080	0.060	0.090
	(0.007)	(0.040)	(0.050)	(0.050)
	[0.051]	[0.049]	[0.229]	[0.071]
Skills-based donation share $_{t}$	0.019	0.110	0.130	0.160
	(0.009)	(0.060)	(0.070)	(0.080)
	[0.035]	[0.066]	[0.061]	[0.046]

Dependent variable $_{t+1}$	**(1) Profit per employee**	**(2) Operating ROA**	**(3) Operating margin**	**(4) Gross margin**
Intermediary channel share $_{t}$	−0.008	−0.050	−0.060	−0.040
	(0.005)	(0.030)	(0.040)	(0.040)
	[0.098]	[0.094]	[0.133]	[0.317]
Fixed effects	Firm + Beneficiary County + Industry-Year			
Multinomial entropy	Yes			
Observations (firm-years)	10,000	10,000	10,000	10,000
Number of firms	500	500	500	500
Adjusted R^2	0.298	0.257	0.276	0.417

Notes: This table reports the full archival models underlying Table 2. The omitted category is non-donor firm-years. Dependent variables are measured at t+1; philanthropic portfolio indicators and donation-event controls are measured at t. Profit per employee is the natural logarithm of net profit divided by the number of employees. Operating ROA is operating profit (earnings before interest and tax) divided by total assets. Operating margin is operating profit divided by operating revenue. Gross margin is gross profit divided by operating revenue. The row labeled "Dependent variable" reports the year t value of the profitability outcome shown in the corresponding column. Tobin's Q, R&D intensity, prior philanthropic activity, and firm-wide visibility are lagged one year relative to the focal year's philanthropic portfolio mission composition. Prior philanthropic activity is measured in tens of donation events. Population is measured in 100,000 residents, and median personal income is measured in $10,000. In-kind donation share and skills-based donation share equal the proportion of annual philanthropic outlay delivered in those forms; cash giving is the omitted mode category. Intermediary channel share equals the proportion of annual philanthropic outlay routed through an intermediary; direct-to-beneficiary giving is the omitted channel category. All donation-event shares equal zero for non-donor firm-years. When a donation maps to multiple counties, county-level controls are calculated as population-weighted averages. Firm-wide visibility equals ln(1 + annual firm mentions). Models include firm, beneficiary-county, and industry-by-year fixed effects. Robust standard errors clustered at the firm level are reported in parentheses, and p-values are reported in brackets.

3 DATA COLLECTION AND VARIABLE CONSTRUCTION

3.1. Constructing the Corporate Philanthropy Dataset

Primary unit of analysis	Firm-year
Firm universe	500 largest publicly traded U.S. firms, ranked by 2019 revenue
Observation window	2000–2019 (10,000 potential firm-years)
Corporate name bank	Approximately 23,000 parent, subsidiary, legacy-name, ticker, and major-brand strings
Candidate donation corpus	About 14 million retrieved documents
Cleaned article corpus	About 3.4 million unique English-language articles
Structured donation events	114,219 distinct events
Mission categories	21,736 restorative; 88,854 developmental; 3,629 ambiguous

3.1.1 Automated retrieval of publicly reported donation reports. We assembled a transaction-level dataset of publicly reported donations made by the 500 largest U.S.-listed firms, ranked by 2019 revenue, over the 2000-2019 period. The unit of observation is the publicly reported donation event. We began by constructing a name bank from Orbis that included each ultimate parent, all equity-consolidated subsidiaries, historical legal names, ticker symbols, and major consumer brands, approximately 23,000 distinct strings in total. These identifiers underpinned all subsequent searches and reduced the risk of missing donations announced under a subsidiary, legacy name, or brand.

Donation reports were harvested automatically daily through a combination of licensed databases and programmatic search sources: Factiva, LexisNexis Uni, Google Programmable Search, NewsAPI, and ReliefWeb. Together, these sources cover national and local newspapers, wire services, digital outlets, social media posts, institutional reports, and humanitarian agency bulletins. For each firm string, we submitted a standard Boolean query that paired the name with

philanthropy-related keywords (e.g., donat, philanthrop, relief, grant, CSR). This approach allowed us to ensure broad semantic coverage while maintaining consistency across APIs. Headlines, full text, and metadata were returned as raw JSON and written to Apache Parquet partitions on a secure Hadoop cluster. Over the 20-year window, this retrieval process produced approximately 14 million candidate documents.

To prepare the corpus for structured extraction, we applied a multi-step text-processing pipeline. HTML boilerplate and navigation artifacts were removed, Unicode was normalized, and documents with fewer than 250 characters of cleaned text were excluded because they were almost always incomplete or duplicative. Exact duplicates were removed with SHA-256 hashes. To reduce redundancy from syndicated or lightly edited wire stories, we then applied MinHash-based near-duplicate detection with a Jaccard similarity threshold of 0.85 and retained only the earliest published version of each near-duplicate cluster (Broder, 1997). The resulting corpus contained approximately 3.4 million unique English-language articles, each linked to a firm and publication date.

3.1.2 Attribute extraction and event standardization. To translate free text into the structured event-level variables used in the analysis, we fine-tuned a Bidirectional Encoder Representations from Transformers (BERT) named-entity-recognition model for the philanthropy domain (Devlin, Chang, Lee, & Toutanova, 2019). Because NER requires token-level supervision, two researchers hand-tagged 9,313 sentences drawn from distinct source reports in the cleaned corpus. The same underlying reports were also labeled at the document level for donation mission, as described in Section A.1.1.3. The NER annotations marked exact spans for nine entity types: DONOR, RECIPIENT, AMT_VALUE, AMT_CURRENCY, DATE, DONATION_TYPE, CAUSE, TRIGGER_EVENT, and LOCATION. Inter-coder agreement on span boundaries was high (kappa

= 0.94; Cohen, 1960). Starting from the bert-base-cased checkpoint, we fine-tuned the model for five epochs (batch size = 16, learning rate = 2×10^{-5}, maximum sequence length = 256). On a 15% holdout set, the model achieved micro-averaged precision of 0.93, recall of 0.94, and F1 of 0.94.

Predicted spans were converted into event records using deterministic post-processors. Monetary amounts were reconstructed by pairing AMT_VALUE and AMT_CURRENCY tags that appeared within three tokens of one another. When multiple amounts appeared in the same article, we retained the largest value associated with donation verbs such as donate, pledge, contribute, or grant. Relative dates (e.g., "last Friday") were resolved to absolute dates using the publication date as the anchor. Donation mode was derived from the verb-object phrase around the DONATION_TYPE tag. We assigned donation mode by scanning the verb–object phrase around the DONATION_TYPE tag: verbs coupled with explicit currency symbols signaled *cash*, whereas nouns such as *supplies*, *equipment*, or *volunteer hours* triggered the *in-kind/skills* flag.

Valuation required additional standardization for noncash gifts. When the article provided a fair-market assessment (e.g., “medical supplies worth $5 million”), we recorded that figure verbatim. Otherwise, we mapped the donated good or service to its closest six-digit NAICS product code based on keywords in the CAUSE and DONATION_TYPE spans. Physical goods were valued at the median wholesale price for that product in the donation year as listed in the Bureau of Labor Statistics Producer Price Index. For labor-based donations, we multiplied reported volunteer hours by the mean hourly wage for the donor firm’s three-digit Standard Occupational Classification (SOC) group; if only headcount was given, we conservatively assumed one eight-hour workday per person. All cash and imputed values were then deflated to constant 2019 dollars using the CPI-U.

Entity resolution linked each DONOR span to the master corporate name bank via fuzzy-string matching (token-sort ratio ≥ 90) supplemented by industry and head-office location checks, ensuring that gifts announced by subsidiaries or brands were properly attributed. A unique event identifier—SHA-1 hash of donor ID, date, recipient, and dollar value—collapsed multi-article coverage of the same gift and enabled precise media-visibility counts.

Applying this pipeline to the 3.4 million-article corpus yielded 114,219 distinct donation events, each with standardized attributes for amount, timing, mode, recipient, and trigger context. These structured records form the backbone of the firm-year panel described in Section A.1.4 and serve as the input for the restorative versus developmental classification detailed in the following section.

3.1.3 Classification of donation missions. We classify each donation according to its mission: whether the gift is intended to restore a prior level of well-being after a disruption (restorative) or to improve baseline welfare conditions in the absence of a discrete shock (developmental). This distinction is not the same as cause area. The same substantive cause can appear under either mission depending on how the need is framed. For example, a donation to housing can be restorative when it finances reconstruction after a hurricane and developmental when it expands access to affordable housing in chronically underserved communities. We therefore classify missions from the language and context of the report itself rather than from the recipient's sector or a preexisting cause taxonomy.

The mission-classification model was trained on the same 9,313 source reports used to construct the NER training material. Each report received a document-level label from two researchers based on four criteria: the presence of a triggering event, the language used to describe the donation's intended goal, the welfare baseline implied in the beneficiary's condition, and the

targeted beneficiaries. Inter-coder agreement on these document-level labels was high ($\kappa = 0.96$; Cohen, 1960), and disagreements were resolved through discussion with a principal investigator. The labeled sample was stratified by firm, year, and media source to mirror the composition of the full corpus. In 6.24% of the hand-labeled reports, restorative and developmental cues appeared together. These hybrid cases were resolved according to the dominant semantic framing of the document.

The distinction is clear in the hand-labeled caselets. A donation report stated that "*Dow Chemical donated $1 million in emergency relief funds and medical supplies to families displaced by Hurricane Harvey flooding in the Houston area."* This account is anchored in a sudden loss and emphasizes recovery. Its language, including "emergency," "displaced," and "flooding," places the donation in the loss domain and is consistent with a restorative mission. By contrast, a report stated that *"Microsoft announced a $10 million commitment to expand rural broadband access and digital literacy programs in underserved areas of the U.S. South."* Here the problem is chronic rather than shock-driven, and the stated objective is to improve structural conditions through capacity building rather than to restore a disrupted status quo. Other developmentally coded reports in the training data included Pfizer's multi-year funding of mental health services in low-income communities, Target's support for public-school libraries, and Citigroup's financial literacy programs for underserved youth.

Using these document-level labels, we fine-tuned a BERT text-classification model (bert-base-cased) with a softmax output layer (Devlin, Chang, Lee, & Toutanova, 2019). Hyperparameters closely mirrored the NER setup: four epochs, batch size 32, and learning rate $= 2 \times 10^{-5}$. Ten-fold cross-validation yielded an average area under the ROC curve of 0.95 and a macro-F1 of 0.91, indicating strong discrimination between restorative and developmental missions on unseen text.

To convert predicted probabilities into event-level labels, we used a symmetric decision rule. A donation was coded restorative when $p_{\text{restorative}} \geq 0.60$ and developmental if $p_{\text{developmental}} \geq 0.60$. Donations falling in the intermediate band $0.40 < p_{\text{restorative}} < 0.60$ were flagged as ambiguous and excluded from the baseline analyses. The 0.60/0.40 cutoffs were selected from the validation folds to balance sensitivity and specificity around the Youden J criterion (Youden, 1950), which allows us to balance precision and recall while carving out a 20-percentage-point gray zone for low-confidence observations (3.1% of events). As an additional robustness check, we also used a narrower low-confidence screen based on predicted probabilities between 0.45 and 0.55. Excluding those cases does not materially change the archival results (Appendix Table A.1).

The fitted classifier's behavior is illustrated by these caselets. A 2017 Associated Press wire noted that *"Walmart is contributing $20 million in cash and in-kind supplies to support communities reeling from Hurricane Harvey"* yielded a restorative probability of 0.93. A 2010 report that *"Chevron will donate $7 million to fund housing reconstruction and debris removal in coastal parishes devastated by the Deepwater Horizon spill"* scored restorative probability at 0.88. Similarly, the sentence in a 2014 report that *"IBM announced a $30 million, three-year commitment to expand P-TECH STEM academies in underserved U.S. school districts*" was assigned a restorative probability of 0.07 and a 0.99 developmental probability. Similarly, a 2008 Financial Times report that *"Johnson & Johnson has pledged $10 million to the Global Alliance for Chronic Disease to accelerate hypertension research in low-income communities"* received a restorative probability of 0.02 and was classified as developmental ($p_{\text{developmental}}$=99).

To assess external validity, we compared classifier-labeled events with independent data sources: specifically, the Federal Emergency Management Agency, the United Nations Office for the Coordination of Humanitarian Agency (UNOCHA), and Candid.org. Among restorative

events, 8,812 donations matched FEMA or UNOCHA event registries within a +/- 7-day, same-state window, yielding an 83.5% match rate. Among developmental events, 18,453 donations aligned on donor, recipient, and purpose with grants recorded in the Candid database, yielding a 78.9% match rate. Misclassifications were concentrated in hybrid initiatives, such as disaster-recovery housing that also addressed preexisting shortages and were disproportionately represented in the ambiguous band.

1.1.4 Aggregation to the firm-year panel. We applied the mission classifier to the 114,219 standardized donation events and obtained 21,736 restorative gifts, 88,854 developmental gifts, and 3,629 ambiguous cases. Each donation event was linked to its parent firm and calendar year using the resolved donor identity and the extracted donation date. Reported and imputed amounts were summed to calculate total philanthropic outlay per firm-year in constant 2019 dollars. We also aggregated donation counts and average visibility, measured as the number of unique articles linked to each donation event, to the firm-year level.

To construct firm-year mission profiles, we calculated the share of annual philanthropic outlay allocated to restorative and developmental missions. A firm-year was coded restorative-dominant when at least 60% of total outlay was classified as restorative and developmental-dominant when at least 60% was classified as developmental. If neither mission exceeded 60% of annual outlay, the firm-year was coded mixed. Firm-years with no recorded donation events were coded non-donor. This procedure yielded a panel of 10,000 firm-year observations containing total philanthropic expenditure, mission composition, profitability outcomes, firm fundamentals, and contextual controls.

3.2. Constructing the Panel Dataset

3.2.1. Firm panel. The 500 largest publicly traded U.S. firms over the period 2000–2019 were selected from Moody's *Orbis* database using three criteria applied as of December 2020: (1) the firm was active, (2) publicly listed, and (3) reported total revenues exceeding USD $4.2 billion. To ensure complete coverage of relevant business units, we extracted data on each company's subsidiaries using a direct query structure rather than mass downloads. This approach prevents the exclusion of subsidiaries lacking prelinked ownership identifiers in the Orbis shareholder records. Specifically, we included all entities that satisfied one of the following: (a) ultimately owned by a selected firm listed as its Global or Domestic Ultimate Owner; (b) directly or indirectly owned with an equity stake between 5% and 100%; or (c) linked through a parent firm with unknown but non-zero ownership.

For each firm-year from 2000 to 2019, we extracted total revenue, total assets, number of employees, R&D intensity (as a percentage of operating revenue), administrative and advertising expenditures, Tobin's Q (proxied by market value divided by book value of assets), and operating profit per employee (PPE), which serves as our main dependent variable. We lagged all control variables by one year relative to the year of the donation event. A binary indicator for business-to-consumer (B2C) orientation was constructed based on Orbis industry descriptions.

3.2.1 Beneficiary Location Panel. We geolocated each donation to U.S. counties using information on recipient location extracted from donation articles. In cases where donations covered multiple counties, we computed weighted averages of county-level characteristics based on county population share. County-level controls were drawn from three federal sources: the U.S. Census Bureau's Decennial Census, the American Community Survey (ACS), and the Economic Research Service (ERS) at the U.S. Department of Agriculture.

We collected the following variables, measured at the annual or decennial level and interpolated as needed: total population, percent male, percent of adults with less than a high school diploma, racial and ethnic composition (percent White, Black, Hispanic, Asian, Native American, and Native Hawaiian), job density (jobs per capita), median personal income, and the rural–urban continuum code. These variables help capture differences in local economic conditions, labor market opportunities, educational attainment, and demographic composition that may independently influence both the need for philanthropic support and the motivational impact of that support on employees.

3.3.3 Control Variables. To address residual confounding at the firm and beneficiary-county levels, the archival models include a parsimonious vector of time-varying control variables. Because the main specifications already include firm fixed effects, beneficiary-county fixed effects, and industry-by-year fixed effects, the baseline control vector retains only covariates that vary over time and are plausibly predetermined with respect to the focal year's philanthropic portfolio mission composition. Firm-level controls come from Orbis, and county-level controls come from the U.S. Census Bureau's Decennial Census and American Community Survey (ACS) and the USDA Economic Research Service (ERS).

At the firm level, we include Tobin's Q, R&D intensity, the lagged value of the focal profitability outcome, prior philanthropic activity, and firm-wide visibility. Tobin's Q captures time-varying differences in growth opportunities, and R&D intensity captures within-firm variation in innovation-oriented investment. The lagged outcome equals the year t value of the same profitability measure used as the dependent variable in year t + 1. We measure prior philanthropic activity as the number of distinct donation events in the previous calendar year and scale this variable in tens of events for estimation. We define a donation event as a unique donor-

date-recipient-purpose combination in the donation corpus. We measure firm-wide visibility as the natural logarithm of one plus the number of media articles mentioning the firm or its major brands in the previous year, based on Google Custom Search API queries. Media coverage is a standard proxy for public attention and visibility (Deephouse, 2000; Pollock & Rindova, 2003). All firm-level controls are lagged one year relative to the focal year's philanthropic portfolio mission composition.

At the beneficiary-county level, we control for population, median personal income, jobs per capita, the percentage of adults without a high school diploma, and the USDA rural-urban continuum code. When a donation maps to multiple counties, we compute weighted averages using county population shares. For estimation and tabular presentation, we express population in 100,000 residents and median personal income in $10,000. Appendix A Table 10 reports the full archival models with coefficients for all baseline control variables.

At the donation-event level, we include controls for donation mode and channel. The mode variable distinguishes cash, in-kind, and skills-based giving on the basis of the NER-extracted DONATION_TYPE tag and the surrounding verb-object structure (Appendix A.1.2). The channel variable identifies whether the donation reaches the beneficiary directly or through an intermediary, such as a nonprofit organization, foundation, or government agency, using the structured recipient record together with relational cues in the donation narrative, such as through or in partnership with. Because the archival models operate at the firm-year level, we aggregate these donation-event indicators as the share of annual philanthropic outlay delivered in in-kind form, the share delivered through skills-based giving, and the share routed through intermediaries. Cash giving and direct-to-beneficiary giving serve as the omitted reference categories. Appendix A Table 10 reports the full archival models with coefficients for all control variables.

4 ENTROPY BALANCING

4.1 Goal and Procedure

We use entropy balancing to preprocess the archival panel before estimating the weighted fixed-effects regressions. The procedure aligns firm-years with different philanthropic portfolio profiles on lagged firm characteristics that could shape both portfolio composition in year t and profitability in year t + 1. Entropy balancing does not require us to model treatment assignment parametrically. Instead, it chooses weights that match the covariate moments of a reference distribution while remaining as close as possible to the original sample weights (Hainmueller, 2012). Because the portfolio variable is multi-valued, we solve separate balancing problems for developmental-dominant, restorative-dominant, and mixed-profile firm-years, always using non-donor firm-years as the reference group. We estimate the weights within calendar year so that each donor profile matches the contemporaneous non-donor distribution.

4.2 Optimization and implementation

For each donor profile g ∈ {Developmental, Restorative, Mixed}, let G_g denote the set of firm-years in profile g and let G_0 denote non-donor firm-years in the same calendar year. We set the base weights q_{it} equal to 1 and choose positive weights $w_{it}^{(g)}$ that solve the following problem:

$$\min_{\{w_{it}^{(g)} > 0\}} \sum_{\{(i,t)\in Gg\}} w_{it}^{(g)} \log(w_{it}^{(g)}/q_{it})$$

subject to

$$\sum_{\{(i,t)\in Gg\}} w_{it}^{(g)} = N_g,$$

$$\sum_{\{(i,t)\in Gg\}} w_{it}^{(g)} z_{k,it-1} = N_g \bar{z}_{k0}, \quad \text{for } k = 1, ..., K,$$

$$\sum_{\{(i,t)\in Gg\}} w_{it}^{(g)} z_{k,it-1}^2 = N_g \bar{z}_{k0}^2, \quad \text{for } k = 1, ..., K_c.$$

Here, $z_{k,it-1}$ denotes balancing covariate k measured in year t − 1, $\bar{z}_{k0}$ and $\bar{z}_{k0}^2$ are the first and second moments of the non-donor reference group in the same year, and K_c indexes the continuous covariates for which we match variances as well as means. We use one common set

of weights across the four profitability models so that differences across outcomes do not reflect changes in the weighted sample. After solving the yearly balancing problems, we pool the weighted firm-years and rescale the weights to have mean 1 within each donor profile. We then carry those weights into the main archival regressions and cluster standard errors at the firm level.

4.3 Balancing covariates

We balance on a pre-treatment set of firm-year covariates measured at $t - 1$. The balancing set includes firm scale—log total assets, log total revenue, and log number of employees; capital structure—leverage, measured as total debt divided by total assets; baseline profitability—log profit per employee and operating return on assets; investment and growth proxies—Tobin's Q, R&D intensity, and log administrative and advertising expenditures; prior philanthropic history—log(1 + total philanthropic expenditure) and log(1 + number of donation events); and lagged firm visibility—log(1 + firm media mentions). This set captures the main firm-level differences that could jointly influence portfolio composition and later profitability while remaining clearly predetermined relative to the focal year's philanthropic portfolio. We do not balance on contemporaneous donation-specific variables or beneficiary-county covariates. Those variables arise in the focal year, enter the regression stage directly, or are absorbed by the fixed-effects structure. We also do not balance on time-invariant firm attributes such as consumer orientation, and we leave industry differences to the industry-by-year fixed effects in the outcome models.

4.4 Balance diagnostics

The balance diagnostics show that the weighting step sharply reduces pre-existing differences between donor profiles and the non-donor reference group. Before weighting, the largest gaps appear in firm scale, prior philanthropic activity, and firm visibility, particularly when restorative-

dominant firm-years are compared with non-donor firm-years. After weighting, the average absolute standardized mean difference falls to 0.009 for developmental-dominant firm-years, 0.011 for restorative-dominant firm-years, and 0.009 for mixed-profile firm-years, and the largest remaining imbalance is 0.018. Variance ratios also move close to 1.00 throughout the balancing set. The resulting weights remain well behaved. The 99th percentile equals 2.800 for developmental-dominant firm-years, 3.500 for restorative-dominant firm-years, and 3.000 for mixed-profile firm-years, while effective sample size remains 76.8%, 64.0%, and 73.5% of the original donor-profile samples, respectively. These diagnostics indicate that the balancing step achieves strong covariate alignment without relying on a small number of extreme weights.

Balance Diagnostics for Multinomial Entropy Balancing

Panel A. Mean balance: absolute standardized mean differences (SMD)

Covariate	Pre Dev vs Non	Pre Rest vs Non	Pre Mixed vs Non	Post Dev vs Non	Post Rest vs Non	Post Mixed vs Non
log(Total assets)	0.380	0.550	0.420	0.006	0.008	0.007
log(Total revenue)	0.350	0.520	0.400	0.005	0.007	0.006
log(Number of employees)	0.280	0.400	0.300	0.008	0.010	0.009
Leverage (total debt / total assets)	0.120	0.180	0.140	0.004	0.006	0.005
log(Profit per employee)	0.200	0.240	0.180	0.010	0.012	0.009
Operating ROA	0.150	0.200	0.160	0.008	0.010	0.008
Tobin’s Q	0.180	0.220	0.190	0.009	0.011	0.010
R&D intensity (% of operating revenue)	0.100	0.140	0.110	0.006	0.007	0.006
log(Admin. & advertising expenditures)	0.220	0.300	0.250	0.010	0.012	0.011
log(1 + total philanthropic expenditure)	0.450	0.600	0.500	0.012	0.014	0.013
log(1 + number of donations)	0.400	0.480	0.420	0.010	0.012	0.011
log(1 + firm media mentions)	0.500	0.700	0.550	0.015	0.018	0.016
Mean |SMD| across covariates	**0.278**	**0.378**	**0.302**	**0.009**	**0.011**	**0.009**
Max |SMD| across covariates	**0.500**	**0.700**	**0.550**	**0.015**	**0.018**	**0.016**

Panel B. Variance balance: variance ratios (group variance / non-donor variance)

Covariate	Pre Dev vs Non	Pre Rest vs Non	Pre Mixed vs Non	Post Dev vs Non	Post Rest vs Non	Post Mixed vs Non
log(Total assets)	1.25	1.40	1.30	1.01	1.02	1.01
log(Total revenue)	1.20	1.35	1.25	1.01	1.02	1.01
log(Number of employees)	1.15	1.25	1.18	1.01	1.02	1.01
Leverage (total debt / total assets)	1.10	1.15	1.12	1.00	1.01	1.00
log(Profit per employee)	1.22	1.28	1.20	1.01	1.02	1.01
Operating ROA	1.18	1.25	1.20	1.01	1.02	1.01
Tobin's Q	1.10	1.15	1.12	1.01	1.01	1.01
R&D intensity (% of operating revenue)	1.12	1.18	1.15	1.01	1.02	1.01
log(Admin. & advertising expenditures)	1.20	1.30	1.25	1.01	1.02	1.01
log(1 + total philanthropic expenditure)	1.30	1.55	1.40	1.02	1.03	1.02
log(1 + number of donations)	1.25	1.35	1.28	1.01	1.02	1.01
log(1 + firm media mentions)	1.35	1.70	1.45	1.02	1.04	1.03

Panel C. Weight distribution and effective sample size (ESS) diagnostics

Group	N	Mean(w)	SD(w)	Min	p1	p50	p99	Max	ESS	ESS/N
Non-donor	1,477	1.000	0.000	1.000	1.000	1.000	1.000	1.000	1,477	1.000
Developmental-dominant	3,392	1.000	0.550	0.200	0.350	0.950	2.800	4.800	2,605	0.768
Restorative-dominant	1,641	1.000	0.750	0.150	0.250	0.900	3.500	5.500	1,050	0.640
Mixed-profile	3,490	1.000	0.600	0.180	0.320	0.950	3.000	5.000	2,566	0.735

Notes. This table reports diagnostics for the multinomial entropy-balancing procedure used to construct weights for Developmental-dominant, Restorative-dominant, and Mixed-profile firm-years relative to the non-donor reference group. All covariates in Panels A and B are measured at $t - 1$. We estimate the weights separately within calendar year and then pool the weighted firm-years across years. Panel A reports absolute standardized mean differences computed with the pooled standard deviation. Panel B reports variance ratios computed relative to the non-donor reference group. Panel C reports the distribution of the pooled weights after normalizing them to mean 1 within donor profile; p1, p50, and p99 denote the 1st, 50th, and 99th percentiles, and ESS denotes effective sample size.

APPENDIX B. EXPERIMENTAL ANALYSIS.

Restoring or Improving? Donation Mission in Corporate Philanthropy, Stakeholder Perceptions, and Firm Profitability

1 EXPERIMENT PARTICIPANTS AND MEASUREMENT FACTS

TABLE B.1.
Observed Background Characteristics and Random Assignment Balance

Panel A. Experiment 1

Characteristic	Developmental philanthropy (n = 140)	Restorative philanthropy (n = 135)	p-value
Continuous characteristics (mean [SD])			
Age	38.44 (11.53)	39.99 (10.53)	0.248
Tenure in current job	6.93 (7.45)	7.82 (7.63)	0.327
Political views	3.89 (1.84)	3.58 (1.67)	0.147
Donation behavior	3.77 (1.64)	4.04 (1.65)	0.169
Volunteer behavior	3.50 (1.66)	3.51 (1.67)	0.956
Categorical characteristics (n [%])			
Gender			0.132
Male	76 (54.3)	60 (44.4)	
Female	61 (43.6)	74 (54.8)	
Non-binary	3 (2.1)	1 (0.7)	
Race			0.171
Black	30 (21.4)	32 (23.7)	
Asian	8 (5.7)	12 (8.9)	
White	79 (56.4)	80 (59.3)	
Other	23 (16.4)	11 (8.1)	
Education			0.952
High school	25 (17.9)	29 (21.5)	
Two-year college	20 (14.3)	20 (14.8)	
Four-year college	62 (44.3)	57 (42.2)	
Master's	28 (20.0)	25 (18.5)	
PhD or higher	5 (3.6)	4 (3.0)	
Employment			0.533
Full-time	117 (83.6)	119 (88.1)	

Part-time	21 (15.0)	15 (11.1)	
Freelance	2 (1.4)	1 (0.7)	
Industry			0.782
Manufacturing	9 (6.4)	10 (7.4)	
Retail trade	20 (14.3)	12 (8.9)	
Information	18 (12.9)	19 (14.1)	
Finance & insurance	22 (15.7)	19 (14.1)	
Professional, scientific, & technical services	8 (5.7)	13 (9.6)	
Educational services	10 (7.1)	7 (5.2)	
Health care & social assistance	14 (10.0)	14 (10.4)	
Other	39 (27.9)	41 (30.4)	

Panel B. Experiment 2

Characteristic	Developmental philanthropy (n = 232)	Restorative philanthropy (n = 234)	p-value
Continuous characteristics (mean [SD])			
Age	40.49 (11.19)	41.72 (11.51)	0.241
Tenure in current job	7.16 (6.61)	8.19 (8.10)	0.134
Political views	3.45 (1.73)	3.48 (1.90)	0.857
Donation behavior	3.57 (1.65)	3.60 (1.69)	0.828
Volunteer behavior	2.91 (1.55)	3.09 (1.61)	0.229
Categorical characteristics (n [%])			
Gender			0.081
Male	125 (53.9)	123 (52.6)	
Female	107 (46.1)	105 (44.9)	
Non-binary	0 (0.0)	5 (2.1)	
Race			0.812
Black	35 (15.1)	39 (16.7)	
Asian	23 (9.9)	19 (8.1)	
White	139 (59.9)	136 (58.1)	
Other	35 (15.1)	40 (17.1)	
Education			0.283
High school	31 (13.4)	47 (20.1)	
Two-year college	35 (15.1)	32 (13.7)	
Four-year college	113 (48.7)	114 (48.7)	
Master's	44 (19.0)	35 (15.0)	
PhD or higher	9 (3.9)	6 (2.6)	
Employment			0.222
Full-time	186 (80.2)	201 (85.9)	
Part-time	35 (15.1)	28 (12.0)	
Freelance	10 (4.3)	5 (2.1)	
Industry			0.133

Manufacturing	17 (7.3)	18 (7.7)
Retail trade	26 (11.2)	19 (8.1)
Information	41 (17.7)	21 (9.0)
Finance & insurance	16 (6.9)	22 (9.4)
Professional, scientific, & technical services	31 (13.4)	34 (14.5)
Educational services	19 (8.2)	20 (8.5)
Health care & social assistance	17 (7.3)	26 (11.1)
Other	65 (28.0)	74 (31.6)

Notes: This table reports observed background characteristics and random-assignment balance checks for Experiments 1 and 2. In both experiments, the developmental-philanthropy condition describes a donation that contributes to improving the well-being and independence of beneficiaries facing long-term blindness, whereas the restorative-philanthropy condition describes a donation that contributes to restoring the well-being and independence of beneficiaries who recently became blind because of an unexpected fire. Continuous characteristics are reported as means (SD), and categorical characteristics are reported as n (%). P-values are from one-way ANOVAs for continuous characteristics and chi-square tests for categorical characteristics. Higher values of political views indicate greater conservatism, and higher values of donation behavior and volunteer behavior indicate more frequent donating and volunteering. Race categories with small cell counts are combined into Other. Industry categories are harmonized across experiments by combining low-frequency sectors into Other; in Experiment 1, Construction is included in Other. Condition sample sizes are shown in the column headers

TABLE B.2.
Experiment 1 and 2: Measurement Scales and Descriptive Statistics for Perceptions

	Experiment 1		Experiment 2	
	(A) Developmental Mission	**(B) Restorative Mission**	**(A) Developmental Mission**	**(B) Restorative Mission**
	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)
Perceived Self-Oriented Risk For each of the following statements, please indicate how risky you perceive the situation: 1) I feel that an unexpected/ a chronic problem like the one addressed by Palisades could happen to me or my family 2) Someday I may find myself in a situation similar to the unexpected/ chronic problem that Palisades helps address 3) It is possible that an unexpected/ a chronic problem like the one tackled by Palisades' donation could occur in my own life **Scale**: 1= Not at all risky; 7= Extremely risky ($\alpha = 0.94$)	4.18 (1.63)	4.83 (1.45)	3.87 (1.53)	4.46 (1.61)
Perceived Donation Effectiveness Please indicate to what extent you agree or disagree with the following statements about Palisades's philanthropic donation: 1) I think Palisades's philanthropy does a lot of good 2) I think Palisades makes a big difference with its donation 3) I believe Palisades's philanthropy is effective **Scale**: 1=Strongly disagree; 7=Strongly agree ($\alpha = 0.93$)	5.76 (1.03)	6.03 (1.03)	5.77 (0.98)	6.05 (0.97)
Perceived Beneficiary Deservingness Please indicate to what extent you think the people who experienced the unexpected/ chronic problem deserve: 1) Palisades's help 2) Palisades's support 3) Palisades's donation **Scale**: 1= Not at all deserving; 7= Very much deserving ($\alpha = 0.96$)	6.37 (0.82)	6.42 (0.87)	6.36 (0.88)	6.53 (0.75)
N	140	135	232	234

Notes: This table reports the measurement items and composite descriptive statistics for the three employee perception scales used in Experiments 1 and 2. Means and standard deviations are shown by experimental condition. Slash formulations indicate condition-specific wording that varied with the philanthropic message. Reliability coefficients are Cronbach's alpha.

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2 CONSTRUCT VALIDITY AND QUALITY ASSESSMENT

TABLE B.3.
Experiments 1 and 2: Overlap and Distinctiveness among Perception Measures

Perception pair and statistic	(1) Experiment 1	(2) Experiment 2
Panel A. Perceived self-oriented risk and perceived donation effectiveness		
Zero-order correlation, r	0.177	0.228
Shared variance, r^2 (%)	3.2	5.2
Partial correlation controlling for condition	0.155	0.207
Panel B. Perceived self-oriented risk and perceived beneficiary deservingness		
Zero-order correlation, r	0.177	0.169
Shared variance, r^2 (%)	3.2	2.9
Partial correlation controlling for condition	0.175	0.154
Panel C. Perceived donation effectiveness and perceived beneficiary deservingness		
Zero-order correlation, r	0.500	0.499
Shared variance, r^2 (%)	25.0	24.9
Partial correlation controlling for condition	0.500	0.493
Panel D. Multicollinearity diagnostic		
Maximum VIF across the three scales	1.35	1.37

Notes: This table reports complementary evidence on overlap among the three employee perception measures in Experiments 1 and 2. Zero-order correlations are Pearson correlations among the composite scale scores. Shared variance equals $r^2 \times 100$ and indicates the proportion of common variance in each pair of measures. Partial correlations are estimated after residualizing each perception measure on the experimental condition. The final row reports the largest variance inflation factor (VIF) from models including all three perception measures simultaneously. Experiment 1 retained 275 participants (n = 140 developmental; n = 135 restorative), and Experiment 2 retained 466 participants (n = 232 developmental; n = 234 restorative). ANOVA statistics are from F(1, 273) in Experiment 1 and F(1, 464) in Experiment 2.

TABLE B.4.
Experiments 1 and 2: Results of Manipulation Checks across Philanthropy Conditions

Manipulation check and statistic	(1) Experiment 1	(2) Experiment 2
Panel A. Perceived sudden welfare loss		
Developmental philanthropy mean (SD)	4.86 (1.88)	3.47 (2.28)
Restorative philanthropy mean (SD)	6.51 (0.80)	6.73 (0.59)
Treatment effect, b (SE)	1.65 (0.18)	3.26 (0.15)
p-value	< 0.001	< 0.001
R^2	0.244	0.492
ANOVA F	88.32	449.13
Panel B. Perceived persistent low well-being		
Developmental philanthropy mean (SD)	5.76 (1.19)	6.05 (1.24)
Restorative philanthropy mean (SD)	4.83 (1.90)	3.95 (2.09)
Treatment effect, b (SE)	-0.93 (0.19)	-2.10 (0.16)
p-value	< 0.001	< 0.001
R^2	0.081	0.271
ANOVA F	24.16	172.45

Notes: This table reports descriptive statistics and treatment-effect estimates for the manipulation checks in Experiments 1 and 2. Columns (1) and (2) report results from separate experiments comparing developmental and restorative philanthropy conditions. Within each panel, the first two rows report means and standard deviations for the developmental and restorative conditions. Treatment effect, b (SE), reports the OLS coefficient for the experimental condition coded 0 = developmental philanthropy and 1 = restorative philanthropy; because each model includes only this binary indicator, the treatment coefficient equals the mean difference between conditions and yields the same p-value as the corresponding one-way ANOVA. Panel A captures whether participants interpreted the donation as addressing a sudden welfare loss, and Panel B captures whether they interpreted it as addressing a persistent state of low well-being. The developmental condition described a donation that "contributed to improving" well-being among beneficiaries with long-term blindness, whereas the restorative condition described a donation that "contributed to restoring" well-being among beneficiaries who recently became blind due to a fire. Higher values indicate stronger endorsement of the stated interpretation. Experiment 1 retained 275 participants (n = 140 developmental; n = 135 restorative), and Experiment 2 retained 466 participants (n = 232 developmental; n = 234 restorative). ANOVA statistics are from F(1, 273) in Experiment 1 and F(1, 464) in Experiment 2.

3 EXPLORATION OF DOWNSTREAM OUTCOMES

TABLE B.5.
Experiment 2: The Effect of Donation Mission on Employer Attractiveness and Causal Mediation through Employee Perceptions

Panel A. Total effect of philanthropy condition on employer attractiveness

Outcome	Developmental Mean (SD)	Restorative Mean (SD)	Treatment effect, b (SE)	p-value / model statistics
Employer attractiveness *Please indicate to what extent you agree or disagree with the following statements about Palisades as an employer:* *1) I am proud to say I work at Palisades* *2) Palisades is an attractive employer to me* *3) If I were looking for a job today, I would still apply to Palisades* *4) I would recommend Palisades as a place to work to a friend* *5) I have a favorable impression of Palisades as an employer* **Scale**: 1= Strongly disagree; 7= Strongly agree (α = 0.93)	5.77 (0.99)	5.93 (0.94)	0.16 (0.09)	p = 0.071 R^2 = 0.007 F(1, 464) = 3.28

Panel B. Indirect effects of philanthropy condition on employer attractiveness via employee perceptions

Mediator	Indirect effect	95% bootstrap confidence interval
Perceived self-oriented risk	0.03	[0.002, 0.062]
Perceived donation effectiveness	0.16	[0.059, 0.264]
Perceived beneficiary deservingness	0.01	[-0.005, 0.033]

Notes. Panel A reports descriptive statistics and the treatment-effect estimate for employer attractiveness in Experiment 2. Means and standard deviations are shown separately for the developmental and restorative philanthropy conditions. Employer attractiveness was measured with a five-item seven-point scale on which higher values indicate greater attractiveness of Palisades as an employer. The treatment effect reports the OLS coefficient for the experimental condition coded 0 = developmental philanthropy and 1 = restorative philanthropy. Because the model includes only this binary indicator, the treatment coefficient is equivalent to the mean difference between conditions and yields the same p-value as the corresponding one-way ANOVA. The ANOVA statistic is from F(1, 464). Panel B reports indirect effects from causal mediation analyses examining whether perceived self-oriented risk, perceived donation effectiveness, and perceived beneficiary deservingness mediate the association between philanthropy type and employer attractiveness. Indirect effects are based on PROCESS Model 4 with 5,000 bootstrap samples; confidence intervals that

exclude zero indicate a statistically discernible indirect effect. Experiment 2 retained 466 participants (n = 232 developmental; n = 234 restorative), and the same sample was used in the mediation analyses.

TABLE B.7.
Experiment 1: Exploratory Effects of Donation Mission on Task Effort and Causal Mediation through Employee Perceptions

Panel A. Total effects of donation mission on task performance

Outcome	Developmental Mean (SD)	Restorative Mean (SD)	Treatment effect, b (SE)	p-value / model statistics
Completed tasks	1.91 (1.67)	2.19 (1.90)	0.29 (0.22)	p = 0.186 R^2 = 0.006 F(1, 273) = 1.76
Correct tasks	1.72 (1.68)	2.07 (1.92)	0.35 (0.22)	p = 0.113 R^2 = 0.009 F(1, 273) = 2.53
Accuracy rate (Correct/Completed) %	90.1 (31)	94.5 (25)	4.4 (3.40)	p = 0.197 R^2 = 0.005 F(1, 254) = 1.67

Panel B. Indirect effects of donation mission on task performance via employee perceptions

Mediator	Completed tasks		Correct tasks	
	Indirect effect	95% bootstrap confidence interval	Indirect effect	95% bootstrap confidence interval
Perceived self-oriented risk	-0.01	[-0.109, 0.091]	-0.02	[-0.125, 0.079]
Perceived donation effectiveness	0.04	[-0.013, 0.123]	0.06	[-0.003, 0.143]
Perceived beneficiary deservingness	0.00	[-0.034, 0.028]	0.00	[-0.030, 0.035]

Notes: Panel A reports descriptive statistics and treatment-effect estimates for task performance in Experiment 1. Completed tasks is the total number of error–solution combinations participants completed during the real-effort task, and correct tasks is the number completed correctly. Accuracy rate is computed as correct tasks divided by completed tasks for participants who completed at least one task (n = 256; n = 130 developmental; n = 126 restorative). Treatment effect, b (SE), reports the OLS coefficient for the experimental condition coded 0 = developmental mission and 1 = restorative mission; because each model includes only this binary indicator, the coefficient equals the mean difference between conditions and yields the same p-value as the corresponding one-way ANOVA. ANOVA statistics for completed and correct tasks are from F(1, 273); for accuracy rate they are from F(1, 254). Panel B reports bootstrap indirect effects from PROCESS Model 4 (5,000 samples) testing whether perceived self-oriented risk, perceived donation effectiveness, and perceived beneficiary deservingness mediate the association between donation mission and task performance; confidence intervals excluding zero indicate a statistically discernible indirect effect. Compensation was fixed and independent of performance. Experiment 1 retained 275 participants (n = 140 developmental; n = 135 restorative).

4 PROCEDURES AND CONDITIONS

4.1 Experiment 1

Experiment 1 uses a between-subjects online real-effort design in which participants work for a fictitious engineering firm ("Palisades") and complete a computer-based clerical task. The experiment manipulates Palisades's donation mission, restorative versus developmental, while holding constant the firm description, task instructions, and compensation. Participants received a fixed payment of $2.00 for completing the study, independent of how many task rounds they completed and how accurately they performed.

We recruited 300 workers via Prolific by pre-screening individuals who were currently employed at a large private or publicly listed company. We obtained 299 completed responses (one participant submitted the study on Prolific without completing any part of the survey). We excluded 13 participants who spent fewer than 30 seconds on the donation-mission page, 9 who failed at least one of two attention checks, and 2 who shared the same IP address. These exclusions resulted in a final sample of 275 participants. Following established recommendations for removing inattentive responses from online informants, these criteria help ensure data quality and reduce noise in behavioral estimates (Meyvis & van Osselaer, 2017; Oppenheimer, Meyvis, & Davidenko, 2009; Aguinis, 2025). Overall, we removed 8% of submitted responses, which is below prior evidence suggesting that 15%–30% of online data can be low quality (Aguinis, Villamor, & Ramani, 2021).

Participants were randomly assigned in Qualtrics to one of two donation-mission conditions: a restorative donation mission or a developmental donation mission. In both conditions, participants first read identical introductory materials describing Palisades and the clerical task.

Participants then completed an initial error–action matching trial to familiarize themselves with the interface. Next, they read a brief description of Palisades's recent donation mission, framed either as helping beneficiaries recover from a sudden welfare shock (restorative; an unexpected fire that abruptly caused blindness) or as helping beneficiaries improve welfare under a chronic baseline (developmental; long-term blindness). To encourage careful processing of the manipulation, participants provided a one-sentence summary of the cause before continuing.

Participants then completed additional rounds of the clerical task (up to seven error–action matches in total), with the option to stop after any round. On each round, participants observed a customer message containing an error code and a reference table listing error codes and their corresponding action codes. They entered both the error code and the matching action code in two response fields. Because compensation did not vary with the number or correctness of matches, performance differences reflect discretionary effort rather than direct monetary incentives.

We operationalize task performance using three complementary measures. Completed tasks capture the number of error–action matches participants attempted, reflecting task effort. Correct tasks capture the number of matches completed correctly, reflecting the volume of correct output. We also construct an accuracy rate, defined as the proportion of completed tasks that were correct (correct/completed), calculated for participants who completed at least one task.

After the task, participants received a brief reminder of the donation mission and completed a short questionnaire including measures of the three focal employee perceptions: perceived self-oriented risk, perceived donation effectiveness, and perceived beneficiary deservingness (item wording appears in the full survey materials). Participants also completed manipulation checks, attention checks, and background items.

The full experimental materials and item wordings are available in Section 5 of this Appendix. Table B.8 reproduces the verbatim wording used for the introductory information, task instructions, donation-mission manipulation, and post-task reminder across conditions.

TABLE B.8
Experiment 1: Information to Participants

Condition	**Restorative Philanthropy**	**Developmental Philanthropy**
Common Introductory Information	Thank you for working for our company, **Palisades**, a leading **engineering firm** known for its innovative and cutting-edge solutions. Palisades is also committed to addressing **social issues** by making philanthropic donations. Today you will be working for Palisades on a **clerical task**. **Click forward to learn more about Palisades and your task today.** Palisades maintains a large corpus of engineering research to stay up to date on best practices and wider trends. Today, you have been asked to help with a **clerical task** for Palisades's internal database. This task will require you to **match an error code with an action code**. You can match as many error and action codes as you like. Regardless of how many you record, you will be paid the wage of $2.00.	
Common Task	You are now about to begin a clerical task to help our customers who are experiencing errors. The error codes will be shown to you in sequence. The next error will be shown to you only after you match the action code for the previous error. On each page, you will see: - a message with an error code indicating the problem that Palisades' customer is experiencing - a table with different error codes and related action codes to solve each error Underneath, you will have two blank boxes where you have to insert the error code that Palisades' customer is experiencing and match the error code with the exact action code listed in the table. **Click forward to match the first error code.**	
Manipulations	As you complete the task, remember that your work will help Palisades improve its role in addressing **social issues**.	As you complete the task, remember that your work will help Palisades improve its role in addressing **social issues**.

	Recently, our company, Palisades, made a significant philanthropic donation to support individuals who have been **devasted by an unexpected fire** that **suddenly** left them blind and undermined their well-being. These individuals have **abruptly lost** their vision to no fault of their own. As a result, **all of a sudden**, they experience issues in performing their jobs and daily activities and in engaging in social activities. This donation contributed to **restoring** the independence and well-being of those who have suffered this **unexpected problem.**	Recently, our company, Palisades, made a significant philanthropic donation to support individuals who **face a chronic problem** that **persistently** leaves them blind and undermines their well-being. These individuals have had vision problems for **most of their lives**, through no fault of their own. For **many years**, they have experienced issues in performing their jobs and daily activities and in engaging in social activities. This donation contributed to **improving** the independence and well-being of those who have suffered this **chronic problem**.
Reminders of Manipulations after Task	Thank you for working for our company, Palisades, and helping to support individuals who have been **devasted by the unexpected fire** that **suddenly** left them blind and undermined their well-being. Please answer a few final questions.	Thank you for working for our company, Palisades, and helping to support individuals who **face a chronic problem** that **persistently** leaves them blind and undermines their well-being. Please answer a few final questions.

4.2 Experiment 2

Experiment 2 involved employed adults recruited from Prolific who were asked to imagine working for Palisades, a fictitious engineering firm. Unlike Experiment 1, Experiment 2 did not include a real-effort task. Instead, participants completed the focal employee-perception measures immediately after exposure to the donation-mission message. This design reduced potential carryover from a subsequent task and aligned the study with our exploratory downstream outcome of employer attractiveness.

We compensated workers with a fixed amount of $1.20. We recruited 500 workers via Prolific by pre-screening individuals who were currently employed at a large private or publicly listed or traded enterprise, obtaining 503 completed responses. Following the same procedures as in Experiment 1, we removed 22 workers who spent less than 30 seconds on the manipulation page, 18 who failed at least one of the two attention checks, and 2 who had the same IP address, resulting in a final sample of 466. We thus removed 7% of responses, a rate well below prior research indicating that 15% to 30% of online data can be of low quality (Aguinis, Villamor & Ramani, 2021).

Participants were randomly assigned in Qualtrics to one of two donation-mission conditions: restorative or developmental. After the common introduction, participants read a brief internal message describing Palisades's recent donation and then wrote a one-sentence summary of the cause to which Palisades was donating. Next, they completed the three focal employee-perception measures-perceived self-oriented risk, perceived donation effectiveness, and perceived beneficiary deservingness. Participants then saw a brief reminder of the donation mission and completed the five-item employer-attractiveness scale. The final pages included the manipulation checks, attention checks, and background questions.

Consistent with the main manuscript, the order of the three perception scales and the items within each scale was randomized. Table B.9 reproduces the experimental text for the two donation-mission conditions (common introductory information, donation-mission message, and reminder before final questions). The full experimental materials can be found on Section 5.

TABLE B.9
Experiment 2: Information to Participants

Condition	Restorative Philanthropy	Developmental Philanthropy

Common Introductory Information	You are **working for Palisades**, an engineering firm known for its innovative and cutting-edge solutions. Palisades is also committed to addressing **social issues** by making philanthropic donations. On the next page, you will read a brief internal message about a **recent Palisades's donation** and then answer a few questions.	
Manipulations	Recently, Palisades made a significant philanthropic donation to support individuals who have been **devasted by an unexpected fire** that **suddenly** left them blind and undermined their well-being. These individuals have **abruptly lost** their vision to no fault of their own. As a result, **all of a sudden**, they experience issues in performing their jobs and daily activities and in engaging in social activities. This donation contributed to **restoring** the independence and well-being of those who have suffered this **unexpected problem.**	Recently, Palisades made a significant philanthropic donation to support individuals who **face a chronic problem** that **persistently** leaves them blind and undermines their well-being. These individuals have had vision problems for **most of their lives**, through no fault of their own. For **many years**, they have experienced issues in performing their jobs and daily activities and in engaging in social activities. This donation contributed to **improving** the independence and well-being of those who have suffered this **chronic problem**.
Reminders of Manipulations after Task	Remember that the philanthropic donation made by **your employer, Palisades,** supports individuals who have been **devasted by the unexpected fire** that **suddenly** left them blind and undermined their well-being. Please answer a few final questions.	Remember that the philanthropic donation made by **your employer, Palisades,** supports individuals who **face a chronic problem** that **persistently** leaves them blind and undermines their well-being. Please answer a few final questions.

5 SURVEY INSTRUMENTS

5.1 Experiment 1

Start of Block: Intro_common for treatments

Txt_Intro1TreatSH
Thank you for working for our company, **Palisades**, a leading **engineering firm** known for its innovative and cutting-edge solutions. Palisades is also committed to addressing **social issues** by making philanthropic donations.

Today you will be working for Palisades on a **clerical task**.

Click forward to learn more about Palisades and your task today.

Page Break

Txt_Intro2TreatSH

Palisades maintains a large corpus of engineering research to stay up to date on best practices and wider trends. Today, you have been asked to help with a **clerical task** for Palisades's internal database.

This task will require you to **match an error code with an action code**.

You can match as many error and action codes as you like. Regardless of how many you record, you will be paid the wage of $2.00.

End of Block: Intro_common for treatments

Start of Block: Task1 and Prompt (Common for all)

Text_TaskIntro
You are now about to begin a clerical task to help our customers who are experiencing errors.

The error codes will be shown to you in sequence. The next error will be shown to you only after you match the action code for the previous error.

On each page, you will see:
- a message with an error code indicating the problem that Palisades' customer is experiencing

- a table with different error codes and related action codes to solve each error

Underneath, you will have two blank boxes where you have to insert the error code that Palisades' customer is experiencing and match the error code with the exact action code listed in the table.

Click forward to match the first error code.

Page Break

Image_Task1 **Error 1**

Please match the error code that Palisades' customer is experiencing with the exact action code listed in the table to solve the error.

Palisades' customer message with error code:

E3D5C8W

Hierarchical memory instability in network architecture.

Error Code	Problem	Action Code
E12R45T	Quantum phase disruption in data transmission.	X7Y4Z9R - Implement a recursive neural network filter with dynamic phase correction and adaptive quantum entanglement regularization.
E78S34H	Hyper-dimensional manifold distortion in feature space.	L3K9P2Q - Deploy a manifold learning algorithm with adaptive tangent space alignment and regularization based on Riemannian curvature.
E5A78Q2	Non-Euclidean geometry anomaly in data clustering.	V6R9N1D - Integrate a hyperbolic space clustering algorithm with spectral embedding and curvature-based density estimation.
E9G71BZ	Fractal spatiotemporal pattern emergence failure.	M8J2T6F - Apply a chaos feedback control mechanism with exponent estimation and fractal dimension regularization.
E3D5C8W	Hierarchical memory instability in network architecture.	Q9P4M5X - Employ a neurogenesis-based growth algorithm with adaptive plasticity modulation based on spike-timing dynamics.
E7V1Z6P	Granular synthesis breakdown in signal processing.	K2H5T9L - Utilize a genetic algorithm with frequency optimization and granule size distribution modulation based on wavelet entropy.
E4J9T2L	Topological data analysis divergence due to noise.	W8Z3G7Q - Integrate an algorithm with noise-resistant filtration and topology simplification based on filtrated complexes.
E6Y7U3D	Integrator instability in dynamical system simulation.	N5X8S2R - Develop a variational algorithm with adaptive time control and integrator selection based on Hamiltonian sparsity.
E2R7P8F	Chaotic attractor deformation in data visualization.	F1D6G9H - Implement a self-organizing map with adaptive topology preservation and chaos-based neighborhood scaling.
E8K3P2Z	Differential equation solver in computational physics.	B4F9Q7M - Deploy a neural ordinary differential equation solver with adaptive step adjustment and neural network-based integration.

Error1 Box for Error code:

_____

Action1 Box for matching Action code:

_____

Ist1 Please insert the error code in the first box and match it with the exact action code in the second box.

Page Break

Task1_thanks Thank you for matching the first error and action code for us.

End of Block: Task1 and Prompt (Common for all)

Start of Block: Restorative Philanthropy

Txt_Restorative Mission

As you complete the task, remember that your work will help Palisades improve its role in addressing **social issues**.

Recently, our company, Palisades, made a significant philanthropic donation to support individuals who have been **devasted by an unexpected fire** that **suddenly** left them blind and undermined their well-being. These individuals have **abruptly lost** their vision to no fault of their own. As a result, **all of a sudden**, they experience issues in performing their jobs and daily activities and in engaging in social activities.

This donation contributed to **restoring** the independence and well-being of those who have suffered this **unexpected problem.**

SHLossQ In your own words, summarize the cause to which Palisades is donating. One sentence is fine.

_____

_____

_____

_____

_____

End of Block: Restorative

Start of Block: Developmental Philanthropy

Text: Developmental Mission

As you complete the task, remember that your work will help Palisades improve its role in addressing **social issues**.

Recently, our company, Palisades, made a significant philanthropic donation to support individuals who **face a chronic problem** that **persistently** leaves them blind and undermines their well-being. These individuals have had vision problems for **most of their lives**, through no fault of their own. For **many years**, they have experienced issues in performing their jobs and daily activities and in engaging in social activities.

This donation contributed to **improving** the independence and well-being of those who have suffered this **chronic problem**.

ChronicQ In your own words, summarize the cause to which Palisades is donating. One sentence is fine.

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_____

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_____

End of Block: Developmental

Start of Block: Task2

Image_Task2 **Error 2**

Palisades' customer message with error code:

Error Code	Problem	Action Code
E12R45T	Quantum phase disruption in data transmission.	X7Y4Z9R - Implement a recursive neural network filter with dynamic phase correction and adaptive quantum entanglement regularization.
E78S34H	Hyper-dimensional manifold distortion in feature space.	L3K9P2Q - Deploy a manifold learning algorithm with adaptive tangent space alignment and regularization based on Riemannian curvature.
E5A78Q2	Non-Euclidean geometry anomaly in data clustering.	V6R9N1D - Integrate a hyperbolic space clustering algorithm with spectral embedding and curvature-based density estimation.
E9G71BZ	Fractal spatiotemporal pattern emergence failure.	M8J2T6F - Apply a chaos feedback control mechanism with exponent estimation and fractal dimension regularization.
E3D5C8W	Hierarchical memory instability in network architecture.	Q9P4M5X - Employ a neurogenesis-based growth algorithm with adaptive plasticity modulation based on spike-timing dynamics.
E7V1Z6P	Granular synthesis breakdown in signal processing.	K2H5T9L - Utilize a genetic algorithm with frequency optimization and granule size distribution modulation based on wavelet entropy.
E4J9T2L	Topological data analysis divergence due to noise.	W8Z3G7Q - Integrate an algorithm with noise-resistant filtration and topology simplification based on filtrated complexes.
E6Y7U3D	Integrator instability in dynamical system simulation.	N5X8S2R - Develop a variational algorithm with adaptive time control and integrator selection based on Hamiltonian sparsity.
E2R7P8F	Chaotic attractor deformation in data visualization.	F1D6G9H - Implement a self-organizing map with adaptive topology preservation and chaos-based neighborhood scaling.
E8K3P2Z	Differential equation solver in computational physics.	B4F9Q7M - Deploy a neural ordinary differential equation solver with adaptive step adjustment and neural network-based integration.

Error2 Box for Error code:

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Action2 Box for matching Action code:

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Ist2 Please insert the error code in the first box and match it with the exact action code in the second box.

MoreCheck2

Would you like to match an additional error or be taken to the final questions of the survey?

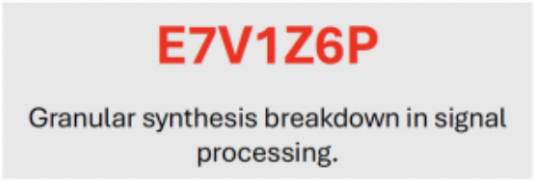
- ○ Take me to the next error that needs to be matched. (1)
- ○ Take me to the final questions of the survey. (2)

End of Block: Task2

Start of Block: Task3

Image_Task3 **Error 3**

Palisades' customer message with error code:



Error Code	Problem	Action Code
E12R45T	Quantum phase disruption in data transmission.	X7Y4Z9R - Implement a recursive neural network filter with dynamic phase correction and adaptive quantum entanglement regularization.
E78S34H	Hyper-dimensional manifold distortion in feature space.	L3K9P2Q - Deploy a manifold learning algorithm with adaptive tangent space alignment and regularization based on Riemannian curvature.
E5A78Q2	Non-Euclidean geometry anomaly in data clustering.	V6R9N1D - Integrate a hyperbolic space clustering algorithm with spectral embedding and curvature-based density estimation.
E9G71BZ	Fractal spatiotemporal pattern emergence failure.	M8J2T6F - Apply a chaos feedback control mechanism with exponent estimation and fractal dimension regularization.
E3D5C8W	Hierarchical memory instability in network architecture.	Q9P4M5X - Employ a neurogenesis-based growth algorithm with adaptive plasticity modulation based on spike-timing dynamics.
E7V1Z6P	Granular synthesis breakdown in signal processing.	K2H5T9L - Utilize a genetic algorithm with frequency optimization and granule size distribution modulation based on wavelet entropy.
E4J9T2L	Topological data analysis divergence due to noise.	W8Z3G7Q - Integrate an algorithm with noise-resistant filtration and topology simplification based on filtrated complexes.
E6Y7U3D	Integrator instability in dynamical system simulation.	N5X8S2R - Develop a variational algorithm with adaptive time control and integrator selection based on Hamiltonian sparsity.
E2R7P8F	Chaotic attractor deformation in data visualization.	F1D6G9H - Implement a self-organizing map with adaptive topology preservation and chaos-based neighborhood scaling.
E8K3P2Z	Differential equation solver in computational physics.	B4F9Q7M - Deploy a neural ordinary differential equation solver with adaptive step adjustment and neural network-based integration.

Error3 Box for Error code:

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Action3 Box for matching Action code:

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Ist3 Please insert the error code in the first box and match it with the exact action code in the second box.

MoreCheck3

Would you like to match an additional error or be taken to the final questions of the survey?

- ○ Take me to the next error that needs to be matched. (1)
- ○ Take me to the final questions of the survey. (2)

End of Block: Task3

Start of Block: Task4

Image_Task4 **Error 4**

Palisades' customer message with error code:

Error Code	Problem	Action Code
E12R45T	Quantum phase disruption in data transmission.	X7Y4Z9R - Implement a recursive neural network filter with dynamic phase correction and adaptive quantum entanglement regularization.
E78S34H	Hyper-dimensional manifold distortion in feature space.	L3K9P2Q - Deploy a manifold learning algorithm with adaptive tangent space alignment and regularization based on Riemannian curvature.
E5A78Q2	Non-Euclidean geometry anomaly in data clustering.	V6R9N1D - Integrate a hyperbolic space clustering algorithm with spectral embedding and curvature-based density estimation.
E9G71BZ	Fractal spatiotemporal pattern emergence failure.	M8J2T6F - Apply a chaos feedback control mechanism with exponent estimation and fractal dimension regularization.
E3D5C8W	Hierarchical memory instability in network architecture.	Q9P4M5X - Employ a neurogenesis-based growth algorithm with adaptive plasticity modulation based on spike-timing dynamics.
E7V1Z6P	Granular synthesis breakdown in signal processing.	K2H5T9L - Utilize a genetic algorithm with frequency optimization and granule size distribution modulation based on wavelet entropy.
E4J9T2L	Topological data analysis divergence due to noise.	W8Z3G7Q - Integrate an algorithm with noise-resistant filtration and topology simplification based on filtrated complexes.
E6Y7U3D	Integrator instability in dynamical system simulation.	N5X8S2R - Develop a variational algorithm with adaptive time control and integrator selection based on Hamiltonian sparsity.
E2R7P8F	Chaotic attractor deformation in data visualization.	F1D6G9H - Implement a self-organizing map with adaptive topology preservation and chaos-based neighborhood scaling.
E8K3P2Z	Differential equation solver in computational physics.	B4F9Q7M - Deploy a neural ordinary differential equation solver with adaptive step adjustment and neural network-based integration.

Error4 Box for Error code:

_____

Action4 Box for matching Action code:

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Ist4 Please insert the error code in the first box and match it with the exact action code in the second box.

MoreCheck4

Would you like to match an additional error or be taken to the final questions of the survey?

- ○ Take me to the next error that needs to be matched. (1)
- ○ Take me to the final questions of the survey. (2)

End of Block: Task4

Start of Block: Task5

Image_Task5 **Error 5**

Palisades' customer message with error code:

E6Y7U3D

Integrator instability in dynamical system simulation.

Error Code	Problem	Action Code
E12R45T	Quantum phase disruption in data transmission.	X7Y4Z9R - Implement a recursive neural network filter with dynamic phase correction and adaptive quantum entanglement regularization.
E78S34H	Hyper-dimensional manifold distortion in feature space.	L3K9P2Q - Deploy a manifold learning algorithm with adaptive tangent space alignment and regularization based on Riemannian curvature.
E5A78Q2	Non-Euclidean geometry anomaly in data clustering.	V6R9N1D - Integrate a hyperbolic space clustering algorithm with spectral embedding and curvature-based density estimation.
E9G71BZ	Fractal spatiotemporal pattern emergence failure.	M8J2T6F - Apply a chaos feedback control mechanism with exponent estimation and fractal dimension regularization.
E3D5C8W	Hierarchical memory instability in network architecture.	Q9P4M5X - Employ a neurogenesis-based growth algorithm with adaptive plasticity modulation based on spike-timing dynamics.
E7V1Z6P	Granular synthesis breakdown in signal processing.	K2H5T9L - Utilize a genetic algorithm with frequency optimization and granule size distribution modulation based on wavelet entropy.
E4J9T2L	Topological data analysis divergence due to noise.	W8Z3G7Q - Integrate an algorithm with noise-resistant filtration and topology simplification based on filtrated complexes.
E6Y7U3D	Integrator instability in dynamical system simulation.	N5X8S2R - Develop a variational algorithm with adaptive time control and integrator selection based on Hamiltonian sparsity.
E2R7P8F	Chaotic attractor deformation in data visualization.	F1D6G9H - Implement a self-organizing map with adaptive topology preservation and chaos-based neighborhood scaling.
E8K3P2Z	Differential equation solver in computational physics.	B4F9Q7M - Deploy a neural ordinary differential equation solver with adaptive step adjustment and neural network-based integration.

Error5 Box for Error code:

_____

Action5 Box for matching Action code:

_____

Ist5 Please insert the error code in the first box and match it with the exact action code in the second box.

MoreCheck5

Would you like to match an additional error or be taken to the final questions of the survey?

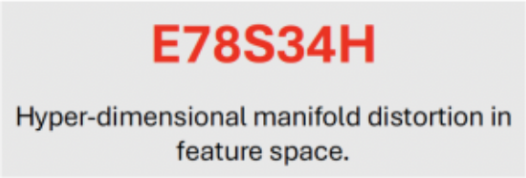
- ○ Take me to the next error that needs to be matched. (1)
- ○ Take me to the final questions of the survey. (2)

End of Block: Task5

Start of Block: Task6

Image_Task6 **Error 6**

Palisades' customer message with error code:



Error Code	Problem	Action Code
E12R45T	Quantum phase disruption in data transmission.	X7Y4Z9R - Implement a recursive neural network filter with dynamic phase correction and adaptive quantum entanglement regularization.
E78S34H	Hyper-dimensional manifold distortion in feature space.	L3K9P2Q - Deploy a manifold learning algorithm with adaptive tangent space alignment and regularization based on Riemannian curvature.
E5A78Q2	Non-Euclidean geometry anomaly in data clustering.	V6R9N1D - Integrate a hyperbolic space clustering algorithm with spectral embedding and curvature-based density estimation.
E9G71BZ	Fractal spatiotemporal pattern emergence failure.	M8J2T6F - Apply a chaos feedback control mechanism with exponent estimation and fractal dimension regularization.
E3D5C8W	Hierarchical memory instability in network architecture.	Q9P4M5X - Employ a neurogenesis-based growth algorithm with adaptive plasticity modulation based on spike-timing dynamics.
E7V1Z6P	Granular synthesis breakdown in signal processing.	K2H5T9L - Utilize a genetic algorithm with frequency optimization and granule size distribution modulation based on wavelet entropy.
E4J9T2L	Topological data analysis divergence due to noise.	W8Z3G7Q - Integrate an algorithm with noise-resistant filtration and topology simplification based on filtrated complexes.
E6Y7U3D	Integrator instability in dynamical system simulation.	N5X8S2R - Develop a variational algorithm with adaptive time control and integrator selection based on Hamiltonian sparsity.
E2R7P8F	Chaotic attractor deformation in data visualization.	F1D6G9H - Implement a self-organizing map with adaptive topology preservation and chaos-based neighborhood scaling.
E8K3P2Z	Differential equation solver in computational physics.	B4F9Q7M - Deploy a neural ordinary differential equation solver with adaptive step adjustment and neural network-based integration.

Error6 Box for Error code:

_____

Action6 Box for matching Action code:

_____

Ist6 Please insert the error code in the first box and match it with the exact action code in the second box.

MoreCheck6

Would you like to match an additional error or be taken to the final questions of the survey?

- ○ Take me to the next error that needs to be matched. (1)
- ○ Take me to the final questions of the survey. (2)

End of Block: Task6

Start of Block: Task7

Image_Task7 **Error 7**

Palisades' customer message with error code:

E4J9T2L

Topological data analysis divergence due to noise.

Error Code	Problem	Action Code
E12R45T	Quantum phase disruption in data transmission.	X7Y4Z9R - Implement a recursive neural network filter with dynamic phase correction and adaptive quantum entanglement regularization.
E78S34H	Hyper-dimensional manifold distortion in feature space.	L3K9P2Q - Deploy a manifold learning algorithm with adaptive tangent space alignment and regularization based on Riemannian curvature.
E5A78Q2	Non-Euclidean geometry anomaly in data clustering.	V6R9N1D - Integrate a hyperbolic space clustering algorithm with spectral embedding and curvature-based density estimation.
E9G71BZ	Fractal spatiotemporal pattern emergence failure.	M8J2T6F - Apply a chaos feedback control mechanism with exponent estimation and fractal dimension regularization.
E3D5C8W	Hierarchical memory instability in network architecture.	Q9P4M5X - Employ a neurogenesis-based growth algorithm with adaptive plasticity modulation based on spike-timing dynamics.
E7V1Z6P	Granular synthesis breakdown in signal processing.	K2H5T9L - Utilize a genetic algorithm with frequency optimization and granule size distribution modulation based on wavelet entropy.
E4J9T2L	Topological data analysis divergence due to noise.	W8Z3G7Q - Integrate an algorithm with noise-resistant filtration and topology simplification based on filtrated complexes.
E6Y7U3D	Integrator instability in dynamical system simulation.	N5X8S2R - Develop a variational algorithm with adaptive time control and integrator selection based on Hamiltonian sparsity.
E2R7P8F	Chaotic attractor deformation in data visualization.	F1D6G9H - Implement a self-organizing map with adaptive topology preservation and chaos-based neighborhood scaling.
E8K3P2Z	Differential equation solver in computational physics.	B4F9Q7M - Deploy a neural ordinary differential equation solver with adaptive step adjustment and neural network-based integration.

Error7 Box for Error code:

_____

Action7 Box for matching Action code:

_____

Ist7 Please insert the error code in the first box and match it with the exact action code in the second box.

MoreCheck7

Would you like to match an additional error or be taken to the final questions of the survey?

- ○ Take me to the next error that needs to be matched. (1)
- ○ Take me to the final questions of the survey. (2)

End of Block: Task7

Start of Block: Task 8

Image_Task8 **Error 8**

This is the error. After this, you will be taken to the final questions of the survey.

Palisades' customer message with error code:

Error Code	Problem	Action Code
E12R45T	Quantum phase disruption in data transmission.	X7Y4Z9R - Implement a recursive neural network filter with dynamic phase correction and adaptive quantum entanglement regularization.
E78S34H	Hyper-dimensional manifold distortion in feature space.	L3K9P2Q - Deploy a manifold learning algorithm with adaptive tangent space alignment and regularization based on Riemannian curvature.
E5A78Q2	Non-Euclidean geometry anomaly in data clustering.	V6R9N1D - Integrate a hyperbolic space clustering algorithm with spectral embedding and curvature-based density estimation.
E9G71BZ	Fractal spatiotemporal pattern emergence failure.	M8J2T6F - Apply a chaos feedback control mechanism with exponent estimation and fractal dimension regularization.
E3D5C8W	Hierarchical memory instability in network architecture.	Q9P4M5X - Employ a neurogenesis-based growth algorithm with adaptive plasticity modulation based on spike-timing dynamics.
E7V1Z6P	Granular synthesis breakdown in signal processing.	K2H5T9L - Utilize a genetic algorithm with frequency optimization and granule size distribution modulation based on wavelet entropy.
E4J9T2L	Topological data analysis divergence due to noise.	W8Z3G7Q - Integrate an algorithm with noise-resistant filtration and topology simplification based on filtrated complexes.
E6Y7U3D	Integrator instability in dynamical system simulation.	N5X8S2R - Develop a variational algorithm with adaptive time control and integrator selection based on Hamiltonian sparsity.
E2R7P8F	Chaotic attractor deformation in data visualization.	F1D6G9H - Implement a self-organizing map with adaptive topology preservation and chaos-based neighborhood scaling.
E8K3P2Z	Differential equation solver in computational physics.	B4F9Q7M - Deploy a neural ordinary differential equation solver with adaptive step adjustment and neural network-based integration.

Error8 Box for Error code:

_____

Action8 Box for matching Action code:

_____

Ist8 Please insert the error code in the first box and match it with the exact action code in the second box.

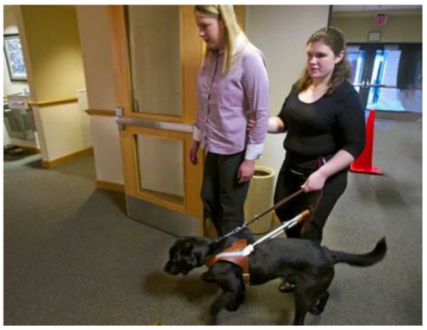
End of Block: Task 8

Start of Block: Reminder - Restorative Philanthropy

RestorativeReminder

Thank you for working for our company, Palisades, and helping to support individuals who have been **devasted by the unexpected fire** that **suddenly** left them blind and undermined their well-being.

Please answer a few final questions.



End of Block: Reminder Shock (Restorative)

Start of Block: Mediators Shock (Restorative)

Des_restorative

Please indicate to what extent you think the people who experienced the unexpected problem deserve:

	Not at all deserving 1 (1)	2 (2)	3 (3)	Moderately deserving 4 (4)	5 (5)	6 (6)	Very much deserving 7 (7)
Palisades's help (Des_shock1)	○	○	○	○	○	○	○
Palisades's support (Des_shock2)	○	○	○	○	○	○	○
Palisades's donation (Des_shock3)	○	○	○	○	○	○	○

Risk_restorative

For each of the following statements, please indicate how risky you perceive the situation. Provide a rating from 1= Not at all risky to 7= Extremely risky.

	Not at all risky 1 (1)	2 (2)	3 (3)	Moderately risky 4 (4)	5 (5)	6 (6)	Extremely risky 7 (7)
I feel that an unexpected problem like the one addressed by Palisades could happen to me or my family (Risk_rest1)	○	○	○	○	○	○	○
Someday I may find myself in a situation similar to the unexpected problem that Palisades helps address (Risk_rest2)	○	○	○	○	○	○	○
It is possible that an unexpected problem like the one tackled by Palisades' donation could occur in my own life (Risk_rest3)	○	○	○	○	○	○	○

Eff_restorative

Please indicate to what extent you agree or disagree with the following statements about Palisades's philanthropic donation:

	Strongly disagree 1 (1)	2 (2)	3 (3)	Neither agree or disagree 4 (4)	5 (5)	6 (6)	Strongly agree 7 (7)
I think Palisades's philanthropy does a lot of good (Eff_rest1)	○	○	○	○	○	○	○
I think Palisades makes a big difference with its donation (Eff_rest2)	○	○	○	○	○	○	○
I believe Palisades's philanthropy is effective (Eff_rest3)	○	○	○	○	○	○	○
Select two if you are paying attention to the survey (AttCheck2)	○	○	○	○	○	○	○

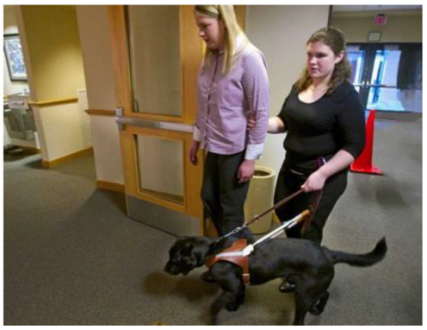
End of Block: Mediators Socks (Restorative)

Start of Block: Reminder Developmental Philanthropy

ChronicReminder

Thank you for working for our company, Palisades, and helping to support individuals who **face a chronic problem** that **persistently** leaves them blind and undermines their well-being.

Please answer a few final questions.



End of Block: Reminder Developmental

Start of Block: Mediators Developmental

Des_dev

Please indicate to what extent you think the people who experience the chronic problem deserve:

	Not at all deserving 1 (1)	2 (2)	3 (3)	Moderately deserving 4 (4)	5 (5)	6 (6)	Very much deserving 7 (7)
Palisades's help (Des_dev1)	○	○	○	○	○	○	○
Palisades's support (Des_dev2)	○	○	○	○	○	○	○
Palisades's donation (Des_dev3)	○	○	○	○	○	○	○

Risk_chr

For each of the following statements, please indicate how risky you perceive the situation. Provide a rating from 1= Not at all risky to 7= Extremely risky.

	Not at all risky 1 (1)	2 (2)	3 (3)	Moderately risky 4 (4)	5 (5)	6 (6)	Extremely risky 7 (7)
I feel that a chronic problem like the one addressed by Palisades could happen to me or my family (Risk_dev1)	○	○	○	○	○	○	○
Someday I may find myself in a situation similar to the chronic problem that Palisades helps address (Risk_dev2)	○	○	○	○	○	○	○
It is possible that a chronic problem like the one tackled by Palisades' donation could occur in my own life (Risk_dev3)	○	○	○	○	○	○	○

Eff_dev_blind

Please indicate to what extent you agree or disagree with the following statements about Palisades's philanthropic donation:

	Strongly disagree 1 (1)	2 (2)	3 (3)	Neither agree or disagree 4 (4)	5 (5)	6 (6)	Strongly agree 7 (7)
I think Palisades's philanthropy does a lot of good (Eff_dev1)	○	○	○	○	○	○	○
I think Palisades makes a big difference with its donation (Eff_dev2)	○	○	○	○	○	○	○
I believe Palisades's philanthropy is effective (Eff_dev3)	○	○	○	○	○	○	○
Select two if you are paying attention to the survey (AttCheck2)	○	○	○	○	○	○	○

End of Block: Mediators Developmental

Start of Block: FinalQuestions_for treatments

FinalTreat
Final Survey Questions

What follows are the final three pages of survey questions.

MC Thinking about Palisades and their donation, please answer the following to the best of your ability. Please complete the following assessments on a scale from 1 (Strongly disagree) to 7 (Strongly agree).

MC_sudden Palisades' philanthropic donation supports people who experienced a sudden loss in their well-being.

- Strongly disagree 1 (1)
- 2 (2)
- 3 (3)
- Neither agree or disagree 4 (4)
- 5 (5)
- 6 (6)
- Strongly agree 7 (7)

MC_persis Palisades' philanthropic donation supports people who experience a persistent state of low well-being.

- ○ Strongly disagree 1 (1)
- ○ 2 (2)
- ○ 3 (3)
- ○ Neither agree or disagree 4 (4)
- ○ 5 (5)
- ○ 6 (6)
- ○ Strongly agree 7 (7)

End of Block: FinalQuestions_for treatments

Start of Block: Political Self-Identification

political Overall, where on the following scale of political orientation would you place yourself?

- ○ Strongly liberal 1 (1)
- ○ Liberal 2 (2)
- ○ Somewhat liberal 3 (3)
- ○ Moderate 4 (4)
- ○ Somewhat conservative 5 (5)
- ○ Conservative 6 (6)
- ○ Strongly conservative 7 (7)

End of Block: Political Self-Identification

Start of Block: Charitable Tendencies

Txt_Final
Final Survey Questions

These are the final three pages of survey questions.

volunteer How often do you volunteer with charitable or nonprofit organizations?

- Never 1 (1)
- Rarely 2 (2)
- Occasionally 3 (3)
- Sometimes 4 (4)
- Frequently 5 (5)
- Often 6 (6)
- Regularly 7 (7)

donation To what extent do you donate money to charitable or nonprofit organizations?

- Not at all 1 (1)
- 2 (2)
- 3 (3)
- Somewhat 4 (4)
- 5 (5)
- 6 (6)
- Very much so 7 (7)

Attcheck If you are paying attention to the survey, please select often.

- Never 1 (1)
- Rarely 2 (2)
- Occasionally 3 (3)
- Sometimes 4 (4)
- Frequently 5 (5)
- Often 6 (6)
- Regularly 7 (7)

End of Block: Charitable Tendencies

Start of Block: Demographic Information

Text_Demo Final Demographic Questions

US Resident Do you currently live in the United States of America?

- ○ Yes (1)
- ○ No (2)

Age What is your age?

▼ 18 (21) ... 90 (93)

Gender What is your gender?

- ○ Male (1)
- ○ Female (2)
- ○ Non-binary (3)

Race What is your race? (click more than one if applicable):

- ☐ African-American/Black (1)
- ☐ Asian-American/Asian (2)
- ☐ European-American/White (3)
- ☐ East Indian (4)
- ☐ Hispanic/Chicano/Latino (5)
- ☐ Native American (6)
- ☐ Other (Please indicate) (7)

_____

Edu What is the highest level of education you have **completed**?

- ○ High school or less (1)
- ○ 2-year college (associates degree) (2)
- ○ 4-year college (BA, BS) (3)
- ○ Masters Degree (MA, MS) (4)
- ○ PhD, MD, JD, or other higher degree (5)

Job Which of the following best describe your job:

- ○ Full-time (1)
- ○ Part-time (2)
- ○ Freelance (3)

Tenure For how many years have you been employed at your current job?

_____

Industry In what industry do you work?

- ○ Agriculture/Forestry (1)
- ○ Mining, Oil, & Gas (2)
- ○ Utilities (3)
- ○ Construction (4)
- ○ Manufacturing (5)
- ○ Wholesale Trade (6)
- ○ Retail Trade (7)
- ○ Transportation and Warehousing (8)
- ○ Information (9)
- ○ Finance & Insurance (10)
- ○ Real Estate (11)
- ○ Professional, Scientific, & Technical Services (12)
- ○ Management of Companies & Enterprises (13)
- ○ Administrative Support (14)
- ○ Educational Services (15)
- ○ Health Care & Social Assistance (16)
- ○ Arts, Entertainment, & Recreation (17)
- ○ Accommodation & Food Services (18)
- ○ Other Services (19)
- ○ Public Administration (20)

○ Other (please indicate): (21)

_____

Prolific ID What is your Prolific ID?
Please note that this response should auto-fill with the correct ID

_____

Comments If you have any additional comments, please tell us below:

_____

_____

_____

_____

_____

End of Block: Demographic Information

Start of Block: Final/Debrief

Text_Debrief Thank you for participating in our study! We are interested in better understanding the role of philanthropy in shaping employee productivity.

Please click the button below to be redirected back to Prolific and register your submission.

End of Block: Final/Debrief

5.2 Experiment 2

Start of Block: Intro_common for treatments

Txt_Intro1Treat You are **working for Palisades**, an engineering firm known for its innovative and cutting-edge solutions. Palisades is also committed to addressing **social issues** by making philanthropic donations. On the next page, you will read a brief internal message about a **recent Palisades's donation** and then answer a few questions.

End of Block: Intro_common for treatments

Start of Block: Restorative: blind

Txt_IntroSH Restorative Please read the message below carefully.

Txt_SH Restorative

Recently, Palisades made a significant philanthropic donation to support individuals who have been **devasted by an unexpected fire** that **suddenly** left them blind and undermined their well-being. These individuals have **abruptly lost** their vision to no fault of their own. As a result, **all of a sudden**, they experience issues in performing their jobs and daily activities and in engaging in social activities.

This donation contributed to **restoring** the independence and well-being of those who have suffered this **unexpected problem.**

SHLossQ In your own words, summarize the cause to which Palisades is donating. One sentence is fine.

_____

_____

_____

_____

_____

End of Block: Restorative: blind

Start of Block: Perceptions Restorative

Des_shock Please indicate to what extent you think the people who experienced the unexpected problem deserve:

	Not at all deserving 1 (1)	2 (2)	3 (3)	Moderately deserving 4 (4)	5 (5)	6 (6)	Very much deserving 7 (7)
Palisades's help (Des_shock_home1)	○	○	○	○	○	○	○
Palisades's support (Des_shock_home2)	○	○	○	○	○	○	○
Palisades's donation (Des_shock_home3)	○	○	○	○	○	○	○

Risk_shock For each of the following statements, please indicate how risky you perceive the situation. Provide a rating from 1= Not at all risky to 7= Extremely risky.

	Not at all risky 1 (1)	2 (2)	3 (3)	Moderately risky 4 (4)	5 (5)	6 (6)	Extremely risky 7 (7)
I feel that an unexpected problem like the one addressed by Palisades could happen to me or my family (Risk_shock_home1)	○	○	○	○	○	○	○
Someday I may find myself in a situation similar to the unexpected problem that Palisades helps address (Risk_shock_home2)	○	○	○	○	○	○	○
It is possible that an unexpected problem like the one tackled by Palisades' donation could occur in my own life (Risk_shock_home3)	○	○	○	○	○	○	○

Eff_shock Please indicate to what extent you agree or disagree with the following statements about Palisades's philanthropic donation:

	Strongly disagree 1 (1)	2 (2)	3 (3)	Neither agree or disagree 4 (4)	5 (5)	6 (6)	Strongly agree 7 (7)
I think Palisades's philanthropy does a lot of good (Eff_shock_home1)	○	○	○	○	○	○	○
I think Palisades makes a big difference with its donation (Eff_shock_home2)	○	○	○	○	○	○	○
I believe Palisades's philanthropy is effective (Eff_shock_home3)	○	○	○	○	○	○	○
Select two if you are paying attention to the survey (AttCheck2)	○	○	○	○	○	○	○

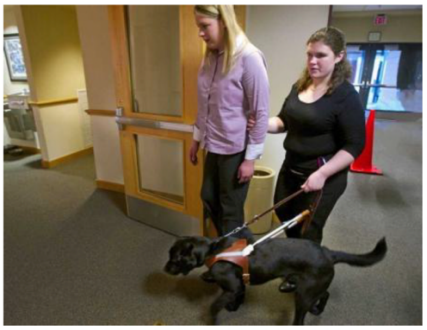
End of Block: Perceptions Restorative

Start of Block: Reminder Restorative

ShockReminder

Remember that the philanthropic donation made by **your employer, Palisades,** supports individuals who have been **devasted by the unexpected fire** that **suddenly** left them blind and undermined their well-being.

Please answer a few final questions.



End of Block: Reminder Restorative

Start of Block: Developmental: blind

Txt_Intro Developmental Please read the message below carefully.

Txt_ Developmental

Recently, Palisades made a significant philanthropic donation to support individuals who **face a chronic problem** that **persistently** leaves them blind and undermines their well-being. These individuals have had vision problems for **most of their lives**, through no fault of their own. For **many years**, they have experienced issues in performing their jobs and daily activities and in engaging in social activities.

This donation contributed to **improving** the independence and well-being of those who have suffered this **chronic problem**.

ChronicQ In your own words, summarize the cause to which Palisades is donating. One sentence is fine.

_____

_____

_____

_____

_____

End of Block: Developmental: blind

Start of Block: Perceptions Developmental

Des_chr Please indicate to what extent you think the people who experience the chronic problem deserve:

	Not at all deserving 1 (1)	2 (2)	3 (3)	Moderately deserving 4 (4)	5 (5)	6 (6)	Very much deserving 7 (7)
Palisades's help (Des_chr_home1)	○	○	○	○	○	○	○
Palisades's support (Des_chr_home2)	○	○	○	○	○	○	○
Palisades's donation (Des_chr_home3)	○	○	○	○	○	○	○

Risk_chr For each of the following statements, please indicate how risky you perceive the situation. Provide a rating from 1= Not at all risky to 7= Extremely risky.

	Not at all risky 1 (1)	2 (2)	3 (3)	Moderately risky 4 (4)	5 (5)	6 (6)	Extremely risky 7 (7)
I feel that a chronic problem like the one addressed by Palisades could happen to me or my family (Risk_chr_home1)	○	○	○	○	○	○	○
Someday I may find myself in a situation similar to the chronic problem that Palisades helps address (Risk_chr_home2)	○	○	○	○	○	○	○
It is possible that a chronic problem like the one tackled by Palisades' donation could occur in my own life (Risk_chr_home3)	○	○	○	○	○	○	○

Eff_chr Please indicate to what extent you agree or disagree with the following statements about Palisades's philanthropic donation:

	Strongly disagree 1 (1)	2 (2)	3 (3)	Neither agree or disagree 4 (4)	5 (5)	6 (6)	Strongly agree 7 (7)
I think Palisades's philanthropy does a lot of good (Eff_chr_home1)	○	○	○	○	○	○	○
I think Palisades makes a big difference with its donation (Eff_chr_home2)	○	○	○	○	○	○	○
I believe Palisades's philanthropy is effective (Eff_chr_home3)	○	○	○	○	○	○	○
Select two if you are paying attention to the survey (AttCheck2)	○	○	○	○	○	○	○

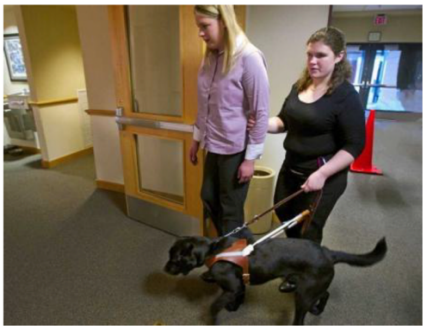
End of Block: Perceptions Developmental

Start of Block: Reminder Developmental

DevelopmentalReminder

Remember that the philanthropic donation made by **your employer, Palisades,** supports individuals who **face a chronic problem** that **persistently** leaves them blind and undermines their well-being.

Please answer a few final questions.



End of Block: Reminder Chronic

Start of Block: Employer Attractiveness

EmployerAtt Please indicate to what extent you agree or disagree with the following statements about **Palisades as an employer**:

	Strongly disagree 1 (1)	2 (2)	3 (3)	Neither agree or disagree 4 (4)	5 (5)	6 (6)	Strongly agree 7 (7)
I am proud to say I work at Palisades (EA1)	○	○	○	○	○	○	○
Palisades is an attractive employer to me (EA2)	○	○	○	○	○	○	○
If I were looking for a job today, I would still apply to Palisades (EA3)	○	○	○	○	○	○	○
I would recommend Palisades as a place to work to a friend (EA4)	○	○	○	○	○	○	○
I have a favorable impression of Palisades as an employer (EA5)	○	○	○	○	○	○	○

End of Block: Employer Attractiveness

Start of Block: FinalQuestions_for treatments

FinalTreat
Final Survey Questions
What follows are the final three pages of survey questions.

MC Thinking about Palisades and their donation, please answer the following to the best of your ability. Please complete the following assessments on a scale from 1 (Strongly disagree) to 7 (Strongly agree).

MC_sudden Palisades's philanthropic donation supports individuals who experienced a sudden loss in their well-being.

- ○ Strongly disagree 1 (1)
- ○ 2 (2)
- ○ 3 (3)
- ○ Neither agree or disagree 4 (4)
- ○ 5 (5)
- ○ 6 (6)
- ○ Strongly agree 7 (7)

MC_persis Palisades's philanthropic donation supports individuals who experience a persistent state of low well-being.

- ○ Strongly disagree 1 (1)
- ○ 2 (2)
- ○ 3 (3)
- ○ Neither agree or disagree 4 (4)
- ○ 5 (5)
- ○ 6 (6)
- ○ Strongly agree 7 (7)

End of Block: FinalQuestions_for treatments

Start of Block: Political Self-Identification

political Overall, where on the following scale of political orientation would you place yourself?

- ○ Strongly liberal 1 (1)
- ○ Liberal 2 (2)
- ○ Somewhat liberal 3 (3)
- ○ Moderate 4 (4)
- ○ Somewhat conservative 5 (5)
- ○ Conservative 6 (6)
- ○ Strongly conservative 7 (7)

End of Block: Political Self-Identification

Start of Block: Charitable Tendencies

Txt_Final
Final Survey Questions
These are the final three pages of survey questions.

volunteer How often do you volunteer with charitable or nonprofit organizations?

- Never 1 (1)
- Rarely 2 (2)
- Occasionally 3 (3)
- Sometimes 4 (4)
- Frequently 5 (5)
- Often 6 (6)
- Regularly 7 (7)

donation To what extent do you donate money to charitable or nonprofit organizations?

- ○ Not at all 1 (1)
- ○ 2 (2)
- ○ 3 (3)
- ○ Somewhat 4 (4)
- ○ 5 (5)
- ○ 6 (6)
- ○ Very much so 7 (7)

Attcheck If you are paying attention to the survey, please select often.

- ○ Never 1 (1)
- ○ Rarely 2 (2)
- ○ Occasionally 3 (3)
- ○ Sometimes 4 (4)
- ○ Frequently 5 (5)
- ○ Often 6 (6)
- ○ Regularly 7 (7)

End of Block: Charitable Tendencies

Start of Block: Demographic Information

Text_Demo Final Demographic Questions

US Resident Do you currently live in the United States of America?

- ○ Yes (1)
- ○ No (2)

Age What is your age?

▼ 18 (21) ... 90 (93)

Gender What is your gender?

- ○ Male (1)
- ○ Female (2)
- ○ Non-binary (3)

Race What is your race? (click more than one if applicable):

- [ ] African-American/Black (1)
- [ ] Asian-American/Asian (2)
- [ ] European-American/White (3)
- [ ] East Indian (4)
- [ ] Hispanic/Chicano/Latino (5)
- [ ] Native American (6)
- [ ] Other (Please indicate) (7)

_____

Edu What is the highest level of education you have **completed**?

- ○ High school or less (1)
- ○ 2-year college (associates degree) (2)
- ○ 4-year college (BA, BS) (3)
- ○ Masters Degree (MA, MS) (4)
- ○ PhD, MD, JD, or other higher degree (5)

Job Which of the following best describe your job:

- ○ Full-time (1)
- ○ Part-time (2)
- ○ Freelance (3)

Tenure For how many years have you been employed at your current job?

_____

Industry In what industry do you work?

- ○ Agriculture/Forestry (1)
- ○ Mining, Oil, & Gas (2)
- ○ Utilities (3)
- ○ Construction (4)
- ○ Manufacturing (5)
- ○ Wholesale Trade (6)
- ○ Retail Trade (7)
- ○ Transportation and Warehousing (8)
- ○ Information (9)
- ○ Finance & Insurance (10)
- ○ Real Estate (11)
- ○ Professional, Scientific, & Technical Services (12)
- ○ Management of Companies & Enterprises (13)
- ○ Administrative Support (14)
- ○ Educational Services (15)
- ○ Health Care & Social Assistance (16)
- ○ Arts, Entertainment, & Recreation (17)
- ○ Accommodation & Food Services (18)
- ○ Other Services (19)
- ○ Public Administration (20)

○ Other (please indicate): (21)
_____

Prolific ID What is your Prolific ID? *Please note that this response should auto-fill with the correct ID*

_____

Comments If you have any additional comments, please tell us below:

_____

_____

_____

_____

_____

End of Block: Demographic Information

Start of Block: Final/Debrief

Text_Debrief Thank you for participating in our study! We are interested in understanding how people perceive different types of corporate philanthropy and how those perceptions relate to employer attractiveness.

Please click the button below to be redirected back to Prolific and register your submission.

End of Block: Final/Debrief