YouR Cause
Developing Global Good.

Industry Review
Corporate Social Responsibility

Issue 2   October 2015

getting STARTED

the MISSION

By analyzing the data collected between July 1, 2014 through June 30, 2015, it is the mission of this Industry Review to share trends, activities and industry practices with our clients (current and future), industry peers (partners and non-profits), and all interested parties to encourage a better understanding of actual employee engagement performance within Corporate Social Responsibility (CSR) programs.

additional RESOURCES

YourCause is committed to developing thought leadership content to help challenge, question and improve the effectiveness of Corporate Social Responsibility. As a part of this goal, the YourCause team has created numerous resources that can be used as guides and benchmarks for those seeking to deploy a successful employee engagement program. Below are a few additional resources we recommend. Please visit www.CSRconnect.me for the full digital download.

article:
A Better Approach to CSR Incentive Programs
Reviews advanced strategies that incentivizes employees to become more engaged in CSR and their company.

infographic:
Pledge Campaign Strategies for 2015 and Beyond
This consolidated graphic features best practices for pledge campaigns to support corporate giving.

infographic:
CSR: 2015 Business Case
Consolidated research proves a measurable payoff exists with Corporate Social Responsibility, as well as their stakeholders.

article:
Expanding Your Internal CSR Team
Get some "quick tips" on expanding your internal CSR Team and leveraging YourCause for resources and expertise.

case study:
Levi Strauss & Co. :
Providing Tools for Engagement
Levi shares how its charity voting program drove CSR engagement.

case study:
The Standard:
Matching Gift Challenge
Learn the strategies used during a three-week matching gift challenge for The Standard's employees.

Access these resources and more at CSRconnect.me

2015 YourCause CSRworks

the CONTENTS

2015 YourCause
Habitat for Humanity Build

what to **KNOW**

It's important we make clear - up front - some key terms that will be used throughout this report so as to not cause any confusion when reading through the data. The below terms represent a subset of a more complete glossary of terms that can be found on page 29. It's important to review (and understand) all terms prior to diving too deep into the data and drawing your own conclusions from this Industry Review.

CauseCards	An incentive that allows employees to volunteer to one charity but give the incentive donation to a charity of their choice.
Dollars-for-Doers	A corporate employee giving program in which a company provides grants to non-profits where employees and retirees volunteer on a regular basis.
Employee Engagement	Broken out into three distinct categories: a) **user** engagement (those who logged into the system and either gave, volunteered, or utilized any of the other services provided by the online system); b) **donor** engagement in giving (those who made a donation if a program is offered by the company); and c) **volunteer** engagement by volunteering (those who volunteer if a program is offered by the company).
Match Cap	A limit in the amount of additional donation dollars a party is willing to contribute to an individual's donation.
Participation	Users who have demonstrated at least 1 hour of participation through team or individual events and/or have donated at least 1 unit of payment to a non-profit. The calculation is performed by dividing the number of participants by the number of eligible participants aggregated per affiliate.
Payroll Giving	A program which allows employees to give money to a registered charity of their choice by having a deduction taken straight from their gross pay.
Redemption (monthly/seasonal)	An act of redeeming an incentive, usually earned through participation within a specific employee program, in the form of a donation to a qualified non-profit organization.
Transaction	A transaction symbolizes a unique donation performed within the YourCause provided platform.
Volunteer Grants	An incentive in which an employee may 'earn' an additional donation to a specified charity as a result of volunteering a pre-defined number of total hours over a set period of time.

founder's
MESSAGE

To those dedicated to making our world a better place,

It's really exciting to see the production of our second industry report – a result of our our commitment to arm our clients (and industry) with relevant and crucial information necessary for the optimal execution of an effective employee program. Our first edition was well received in April, which inspired us to further innovate and analyze our data, refine our methods and strive to deliver increased value to all our readers.

Different from the last issue, this version only pulls data from July 1, 2014 through June 30, 2015. As you may recall, the first issue served as our starting point for getting our industry data / research off the ground, thereby pulling data from the previous seven years. Although this issue covers a short period of time, the data being analyzed is more consistent and standardized, which we believe provides this report with far more valuable insights, trends and data points as to what is truly happening within the industry today, versus what has taken place over an extended period of time.

I would be remiss if I did not mention that Issue 2 of our Industry Review continues to be a work in progress much like our last report. We continue to seek feedback from our readers, suggestions from our clients and ideas from our team to further polish our end product. We hope that our persistence and dedication to this project will result in a data analysis that can be used across the industry and revered as the "benchmark" for measuring one's employee engagement program. In the meantime, we kindly ask for your patience and support as we continue to improve and build upon this wonderful platform of data that is the "Industry Review: Corporate Social Responsibility."

Stay real, passionate, and dedicated. :)

Founder & CEO

key FINDINGS

$772

The average donation amount per transaction for a retiree.

See page 7 for more details.

56%

of employees in companies with an employee population of 50,001 - 100,000 are engaged in their CSR programs.

See page 11 for more details.

41%

of the total domestic giving contributions are made within the Northern region of the United States.

See page 9 for more details.

175 hrs

Retirees in the Western region of the United States volunteer more hours than retirees in any other region.

See page 10 for more details.

Match caps greater than

$10,000

have the highest engagement rate at 40%.

See page 12 for more details.

When a company only offers giving, employee engagement is its lowest for full-time employees at

30%

See page 13 for more details.

$1.57 M

were donated and matched by companies to a disaster campaign in 2014 - 2015.

See page 14 for more details

72%

of companies support offline giving.

See page 16 for more details.

26

countries, on average, are included in a company's HR file.

See page 21 for more details.

87%

of checks are deposited within 30-days of the check being created.

See page 24 for more details.

Caroline Vakos & Rhonda Johnson
Account Managers

employee ENGAGEMENT

data includes all industries [domestic and international] n = employee sample size	**full-time employees** n = 4,176,799	**retired employees** n = 137,048
employee engagement	**32%** / 10% / 7% (user / donor / volunteer)	**38%** / 5% / 1% (user / donor / volunteer)
average donation	**$74** per transaction	**$772** per transaction
average hours volunteered	**16** annually	**154** annually
year-over-year donor growth	**+5%**	**+30%**
average number of transactions	**11** annually	**9** annually

10X

A retiree's average donation amount is almost **10x** greater than a full-time employee. Retirees on average give more per donation.
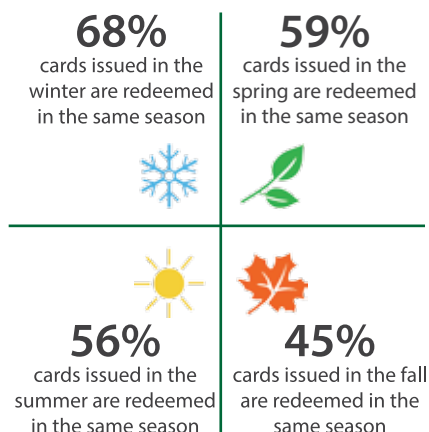
incentivizing ENGAGEMENT

Incentives can play a key role in employee engagement. Companies utilize "Dollars-for-Doers" programs, such as Volunteer Grants and CauseCards, to incentivize employees by rewarding their volunteer time with charitable donations.

	% of companies offering this program	rate of redemption	average donation amount
Volunteer Grant *An incentive in which an employee may 'earn' an additional donation to a specified charity as a result of volunteering a pre-defined number of total hours over a set period of time.*	**37%**	**100%**	**$670**
CauseCard *An incentive that allows employees to volunteer to one charity, but give the incentive donation to another charity.*	**40%**	**57%**	**$390**

On average **57%** of issued CauseCards are redeemed.

seasonal REDEMPTION

Knowing when employees are most likely to redeem their incentives could influence when and how a company uses CauseCards.

68%
cards issued in the winter are redeemed in the same season

59%
cards issued in the spring are redeemed in the same season

56%
cards issued in the summer are redeemed in the same season

45%
cards issued in the fall are redeemed in the same season

monthly REDEMPTION

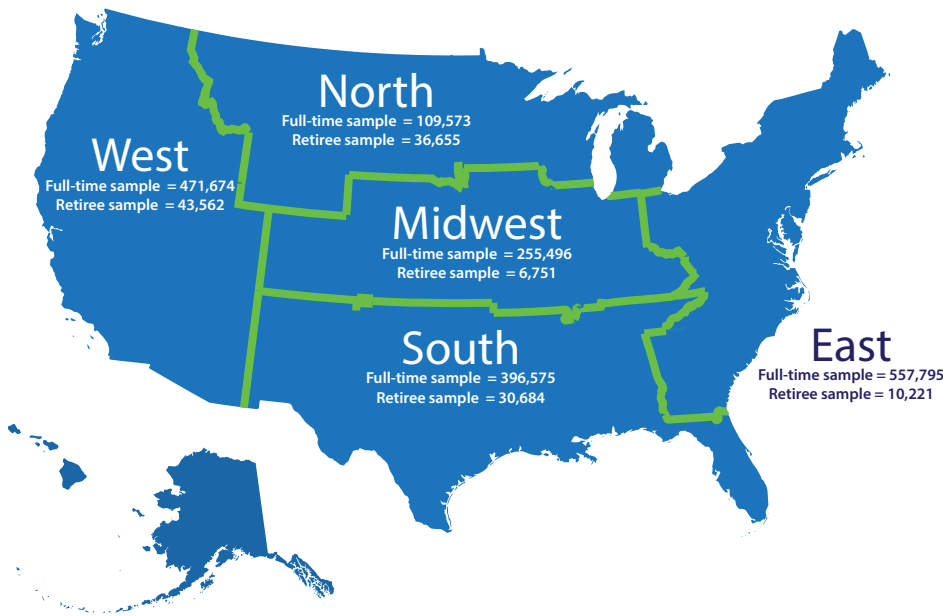The three months with the GREATEST rate of redemption.

1. **January** with a 77% redemption rate
2. **August** with a 68% redemption rate
3. **February** with a 64% redemption rate

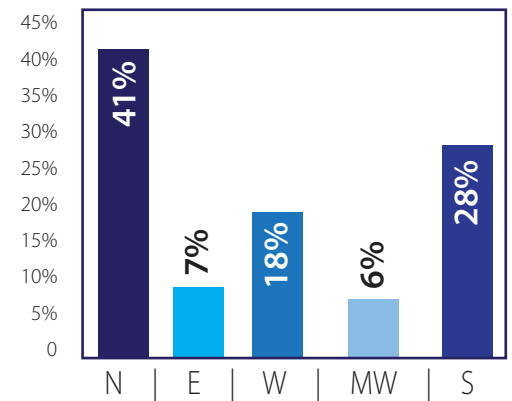The three months with the LOWEST rate of redemption.

1. **October** with a 37% redemption rate
2. **December** with a 39% redemption rate
3. **September** with a 41% redemption rate

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giving by REGION

domestic SNAPSHOT

West
Full-time sample = 471,674
Retiree sample = 43,562

North
Full-time sample = 109,573
Retiree sample = 36,655

Midwest
Full-time sample = 255,496
Retiree sample = 6,751

South
Full-time sample = 396,575
Retiree sample = 30,684

East
Full-time sample = 557,795
Retiree sample = 10,221

Total Domestic Contribution Divided by Region

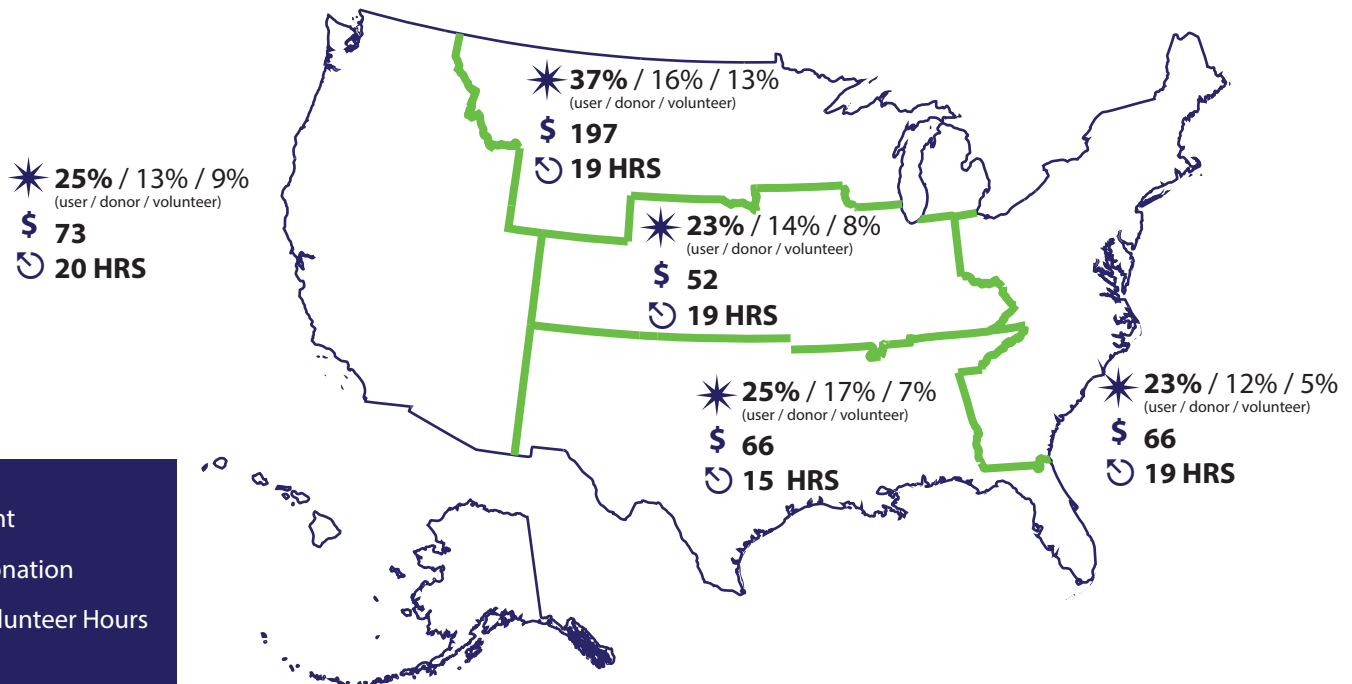| Region	Percentage
N	41%
E	7%
W	18%
MW	6%
S	28%

donation DISTRIBUTION

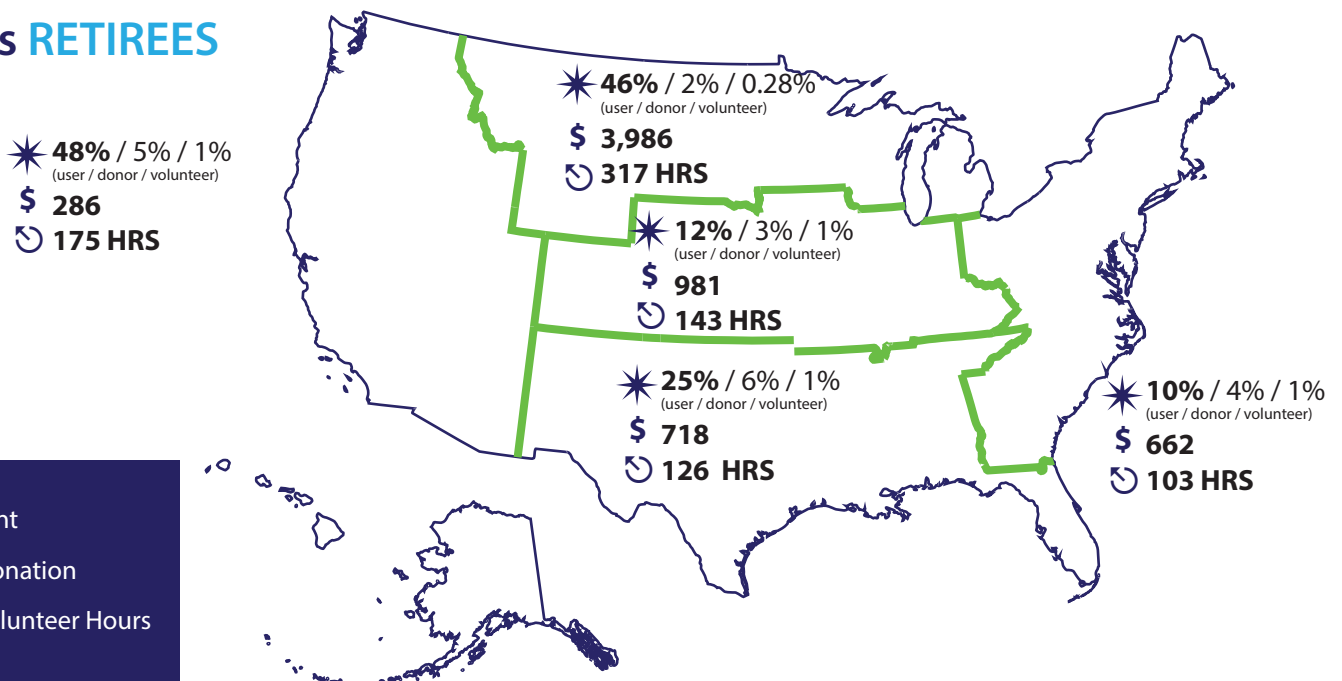|	CauseCard	Fundraising	Credit Card Match	Credit Card	Offline	Offline Match	Payroll	Payroll Match	Volunteer Match
N	.38%	.40%	11.41%	13.57%	8.42%	6.20%	46.17%	12.43%	1.01%
E	2.87%	.70%	4.68%	7.82%	12.49%	8.12%	54.30%	8.53%	.49%
W	.97%	.34%	6.60%	8.32%	14.80%	12.56%	40.51%	14.71%	1.20%
MW	.41%	.64%	4.32%	6.59%	9.78%	7.89%	60.49%	9.35%	.54%
S	1.58%	.59%	5.10%	7.40%	10.64%	9.06%	52.07%	12.74%	.82%

77%

The retiree population has grown significantly in the last four years. Many companies are now supporting and promoting CSR beyond full-time employment. There is one region that has seen significant growth in participation rates year-over-year. With over **77%** year-over-year donor engagement growth, the Midwest leads all regions in retiree engagement growth.

findings FULL-TIME EMPLOYEES

37% / 16% / 13%
(user / donor / volunteer)
$ **197**
⏱ **19 HRS**

25% / 13% / 9%
(user / donor / volunteer)
$ **73**
⏱ **20 HRS**

23% / 14% / 8%
(user / donor / volunteer)
$ **52**
⏱ **19 HRS**

25% / 17% / 7%
(user / donor / volunteer)
$ **66**
⏱ **15 HRS**

23% / 12% / 5%
(user / donor / volunteer)
$ **66**
⏱ **19 HRS**

✳ Engagement
$ Average Donation
⏱ Average Volunteer Hours

findings RETIREES

46% / 2% / 0.28%
(user / donor / volunteer)
$ **3,986**
⏱ **317 HRS**

48% / 5% / 1%
(user / donor / volunteer)
$ **286**
⏱ **175 HRS**

12% / 3% / 1%
(user / donor / volunteer)
$ **981**
⏱ **143 HRS**

25% / 6% / 1%
(user / donor / volunteer)
$ **718**
⏱ **126 HRS**

10% / 4% / 1%
(user / donor / volunteer)
$ **662**
⏱ **103 HRS**

✳ Engagement
$ Average Donation
⏱ Average Volunteer Hours

Kevin Traub
Account Manager

Kylee Daugherty
Lead Implementation Manager

corporate LANDSCAPE

data grouped by workforce size n = number of companies	1,000 - 5,000 n = 10	5,001- 10,000 n =6	10,001 - 50,000 n = 7	50,001 - 100,000 n = 5	100,000 + n = 7
employee engagement	**45%** / 14% / 15% (user / donor / volunteer)	**34%** / 12% / 4% (user / donor / volunteer)	**26%** / 5% / 7% (user / donor / volunteer)	**56%** / 14% / 4% (user / donor / volunteer)	**30%** / 10% / 6% (user / donor / volunteer)
average donation	**$115** annually	**$112** annually	**$215** annually	**$245** annually	**$51** annually
average hours volunteered	**41** annually	**21** annually	**12** annually	**26** annually	**15** annually
year-over-year donor growth	**+47%**	**+18%**	**+21%**	**+23%**	**-0.49%**
average number of donations per employee	**9** annually	**10** annually	**7** annually	**8** annually	**13** annually

REVIEW METHODOLOGY AND GLOSSARY OF TERMS FOUND ON PAGES 27/ 30.

Match Cap amounts are determined by each company's employee program. The caps can range across programs, starting on the smaller side at $250 to larger programs at $100,000 matched per calendar year. On average, Match Caps are set at **$8,900** per calendar year.

match cap PROGRAMS

A Match Cap is a limit, set on a per employee basis, of total dollars for which a company is committing to match of an employees personal donation. Many companies use this strategy to encourage employee engagement within a CSR program. The data shows a correlation between the increased Match Cap and overall employee engagement.

n = number of employees

6% engagement	12% engagement	18% engagement	19% engagement	40% engagement
No Match Cap n = 876,067	$0 - $1,000 n = 216,900	$1,001 - $5,000 n = 145,746	$5,001 - $10,000 n = 447,317	$10,001 + n = 476,522

covering FEES

Companies Covering Credit Card Processing Fees

Yes | No
49% | 51%
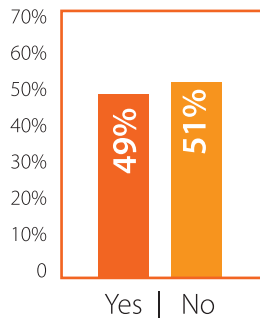
Why should CSR professionals care about covering credit card fees?

...1 Million Reasons

Many companies focused on CSR measure and set goals based on the financial impact collected by its employees within the course of a year. One strategy that could help companies meet and exceed such goals is covering credit card fees. If the 49% of companies listed above did NOT cover credit card fees, then over 1 million dollars would have been paid to credit card processors instead of funding non-profit organizations in 2014.

Understanding preferred domestic giving methods by employee size can help CSR administrators focus resources. Below are the preferred methods per company category.

company size	preferred method
1,000 - 5,000 employees	Payroll Giving
5,001- 10,000 employees	Credit Card Giving
10,001 - 50,000 employees	Offline Giving
50,001 - 100,000 employees	Payroll Giving
100,000 + employees	Payroll Giving

Alesha Scroggins
Quality Assurance

Tim Lee
Quality Assurance

Scriven Bernard
Implementation Manager

Danielle Morgan
Sales Executive

program TRENDS

| *data includes all domestic and international industries* *n = number of companies*	**giving** n = 3	**giving + matching** n = 9	**volunteering** n = 5	**all programs** n = 18
full-time engagement	**30%** / 4% / not applicable (user / donor / volunteer)	**40%** / 15% / 4% (user / donor / volunteer)	**21%** / not applicable / 8% (user / donor / volunteer)	**43%** / 9% / 15% (user / donor / volunteer)
full-time average donation	**$77** per transaction	**$47** per transaction	not applicable	**$135** per transaction
full-time average hours volunteered	not applicable	**17** annually	**104** annually	**14** annually
retiree engagement	**62%** / 2% / not applicable (user / donor / volunteer)	**30%** / 2% / 0.13% (user / donor / volunteer)	not applicable	**34%** / 6% / 2% (user / donor / volunteer)
retiree average donation	**$1,070** per transaction	**$3,056** per transaction	not applicable	**$660** per transaction
retiree average hours volunteered	not applicable	**113** annually	not applicable	**156** annually

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REVIEW METHODOLOGY AND GLOSSARY OF TERMS FOUND ON PAGES 27/ 30.

2.34

In the two weeks following the Nepal earthquake (April 26, 2015, through May 9, 2015), the daily average for an employee entering the YourCause platform to make a donation increased by **2.34x**.

disaster PROGRAMS

The majority of companies with active CSR and employee engagement programs offer employees an opportunity to participate in focused disaster relief efforts.

Offer Disaster Campaigns

90 %
10 %

Yes | No
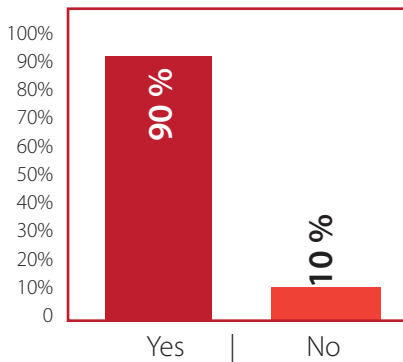
2014 - 2015 Performance Snapshot

Total Campaigns	Total Dollars Raised	Total Dollars Matched
39	$900K	$673K

nepal DISASTER

Disaster campaigns are an effective way to unify a company in response to a human or natural disaster. Below is an example of a full lifecycle and corresponding results from the most recent Nepal disaster relief efforts across the entire YourCause platform.

53 Days
7,981 Employees Participating
$1,240,389 Dollars Donated to Nepal

April 29th: 1,748 employees answer the call to help

May 4th: 683 employees answer the call to help

June 25th: Close of Nepal disaster relief efforts

April 25th: Nepal experiences a 7.8 magnitude earthquake

trends by INDUSTRY

data includes domestic and international n = number of companies	employee sample size	employee engagement	average donation	average hours volunteered
Financials n = 5	747,878	**30%** / 15% / 11% *(user / donor / volunteer)*	**$109** per transaction	**15** annually
Consumer Discretionary n = 3	641,643	**17%** / 5% / 2% *(user / donor / volunteer)*	**$51** per transaction	**8** annually
Consumer Staples n = 3	450,769	**50%** / 7% / 2% *(user / donor / volunteer)*	**$90** per transaction	**7** annually
Healthcare Equipment n = 5	669,387	**35%** / 2% / 2% *(user / donor / volunteer)*	**$576** per transaction	**25** annually
Industrials n = 2	255,143	**16%** / 32% / not applicable *(user / donor / volunteer)*	**$236** per transaction	No Applicable Data
Information Technology n = 17	995,633	**29%** / 4% / 12% *(user / donor / volunteer)*	**$92** per transaction	**14** annually
Materials n = 2	4,591	**75%** / 27% / 19% *(user / donor / volunteer)*	**$775** per transaction	**189** annually
Energy n = 2	102,453	**40%** / 14% / 11% *(user / donor / volunteer)*	**$124** per transaction	**28** annually
Telecommunications n = 1	310,393	**69%** / 43% / not applicable *(user / donor / volunteer)*	**$28** per transaction	No Applicable Data
Utilities n = 1	50,933	**82%** / 20% / 9% *(user / donor / volunteer)*	**$51** per transaction	**17** annually

14%

37% of the companies evaluated support international giving. Only **14%** of those same companies support international payroll giving. Lack of universal payroll systems and defined tax regulations for payroll deductions factor into the disparity.

overview FINDINGS

Employees like to keep their donations local! Data found that 50% of donations made from July 2014 to June 2015 were awarded to a non-profit organization within a 14-mile radius of an employee's work address. This percentage increases to 80% when the radius is expanded to 100-miles within an employee's work address.

year-round TRENDS

n = number of companies

37% / 10% / 6%
(user / donor / volunteer)
employee participation rate of companies offering giving programs for an entire fiscal year.

$84
average employee donation total when a company offers the ability to give year-round.

16 hours
average hours volunteered annually by an employee when a company offers volunteering year-round.

campaign TRENDS

n = number of companies

41% / 13% / 5%
(user / donor / volunteer)
employee participation rate of companies offering campaign giving programs.

$82
average employee donation totals when a company offers the ability to give through a campaign.

20 hours
average hours volunteered annually by an employee during a campaign.

giving PROGRAMS

n = 41

37.14%
Support International Giving

65.71%
Support Credit Card Giving

57.14%
Support Payroll Giving

14.29%
Support International Payroll Giving

72.22%
Support Offline Giving

PayPal
2.86%
Support PayPal Giving

Kassandra Hernandez
HR Specialist

Amari Hollis
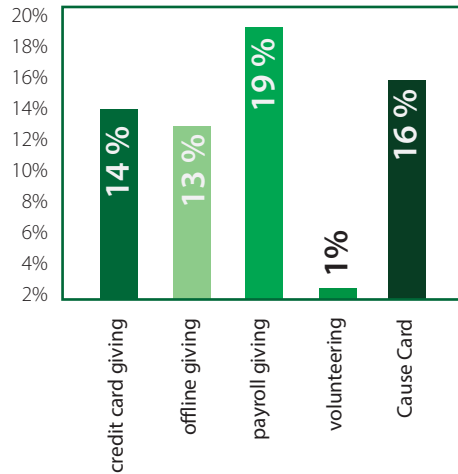Program Services Coordinator

geographic TRENDS

n = number of employees	Domestic [United States] n =3,060,913	International n = 1,181,237
employee engagement	**33%** / 9% / 5% (user / donor / volunteer)	**23%** / 1% / 7% (user / donor / volunteer)
average donation	**$84** per transaction	**$98** per transaction
average hours volunteered	**19** annually	**11** annually
year-over-year growth	**+6%**	**+5%**
preferred method of giving	**56% prefer** **payroll deductions**	**19% prefer** **CauseCards**
top three areas for participation	1. **Minnesota** 2. **Arkansas** 3. **Missouri**	1. **Bosnia and Herzegovina** 2. **Serbia** 3. **Ukraine**

When evaluating a CSR program internationally, take into account the maturity of the program within the country in question. Often international countries fall behind domestic performance by **2X** in the areas of engagement and volunteerism. By identifying the program maturity, cultural differences and trends, administrators will be able to create a fair standard of international evaluation.

international PROGRAMS

Engagement is very low internationally due to inconsistent payroll systems and processes within a company that crosses multiple country borders. These issues may not be present domestically. By using one payroll system and process, domestic companies see a higher rate of engagement due to simplified management on both the employee and company sides.
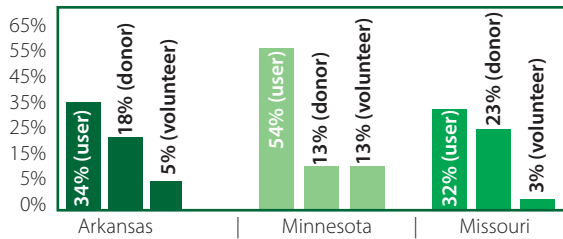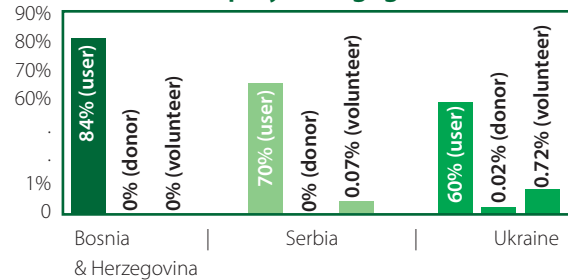
programs offered Internationally

Category	Value
credit card giving	14 %
offline giving	13 %
payroll giving	19 %
volunteering	1%
Cause Card	16 %

domestic vs. INTERNATIONAL

Looking deeper into the top three areas for participation:

employee engagement
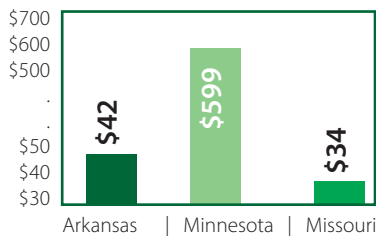
State	user	donor	volunteer
Arkansas	34%	18%	5%
Minnesota	54%	13%	13%
Missouri	32%	23%	3%

employee engagement

Country	user	donor	volunteer
Bosnia & Herzegovina	84%	0%	0%
Serbia	70%	0%	0.07%
Ukraine	60%	0.02%	0.72%

average donations

State	Value
Arkansas	$42
Minnesota	$599
Missouri	$34

average donations

Country	Value
Bosnia & Herzegovina	$0
Serbia	$0
Ukraine	$150

average hours volunteered

State	Value
Arkansas	14
Minnesota	20
Missouri	32

average hours volunteered

Country	Value
Bosnia & Herzegovina	0
Serbia	1
Ukraine	6

18
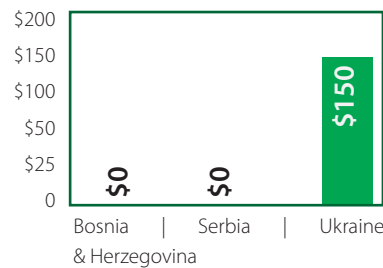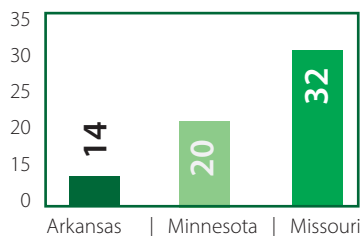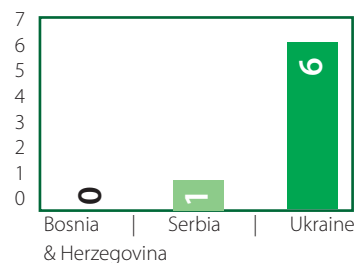
Steven Galvan
Processing Manager

non-profit TRENDS

overview FINDINGS

Lifetime Charity Stats

28,180
Total charity administrators
in the YourCause NPO Portal

22,972
Number of unique
charities with at least 1 admin

74,747
charities that received
donations in 2015

Top 1% of charities, in terms of
amount donated, received over
half of all donated
dollars last year.

ACH Growth in July 2014 - June 2015

5%
of charities in the
YourCause system are
signed up for ACH

15%
of donations went to an
ACH-eligible NPO

28%
donations made were
ACH-eligible

non-profit TRENDS

top 10 CHARITY LIST

most SEARCHED

1. American Heart Association
2. American Red Cross
3. World Vision International
4. The Leukemia & Lymphoma Society
5. Irish Cancer Society
6. Center for Rehabilitation Education and Care "Helenow"
7. American Cancer Society
8. United States Conference of Catholic Bishops
9. Help A Veteran
10. Childline India Foundation

highest VOLUNTEER HOURS

1. Adventures in Missions Inc.
2. Boy Scouts of America
3. Primary Schools Across Bangalore
4. Habitat for Humanity International
5. WAG On Inn Rescue
6. Ashburn Volunteer Fire Department
7. Stop Hunger Now Inc.
8. Harborview Medical Center
9. American Cancer Society
10. The Church of Jesus Christ of Latter-Day Saints

most VOLUME

1. United Way of Metropolitan Dallas
2. United Way of Metropolitan Atlanta
3. St. Jude Children's Research Hospital
4. United Way of Metropolitan Chicago
5. United Way of Greater St. Louis
6. United Way of the Texas Gulf Coast
7. American Red Cross
8. United Way of the Bay Area
9. Wounded Warrior Project Inc.
10. American Cancer Society Inc.

most DONATIONS

1. Greater Twin Cities United Way
2. United Way of Metropolitan Dallas
3. President and Fellows of Harvard College
4. Pasadena Community Foundation
5. InFaith Community Foundation
6. St. Jude Children's Research Hospital
7. United Way of Metropolitan Atlanta
8. American National Red Cross
9. US Charitable Gift Fund
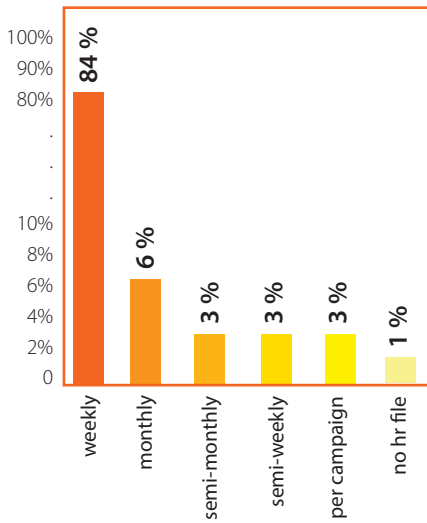10. National Christian Charitable Foundation

Matangi Kendapady
Project Manager

technology TODAY

human resource (HR) file FINDINGS

HR File Upload Frequency

Standard HR File Column Headers			
1. Country Code	4. First Name	7. External Manager ID	10. Business Unit
2. Email	5. Last Name	8. Region	11. City
3. External Employee ID	6. Zip Code	9. State	12. Optional Field

data security TRENDS

File Transfer Methods n = 69		SSO Types n = 74		Encryption File Types n = 68	
88%	Provider SFTP	74%	SAML 2.0	61%	PGP Encrypted File
6%	Email	11%	No SSO	32%	No Encryption
4%	Client SFTP	11%	SAML 2E	4%	Email
1%	Self-Registration	4%	3DES	1%	Zip File w/ Password

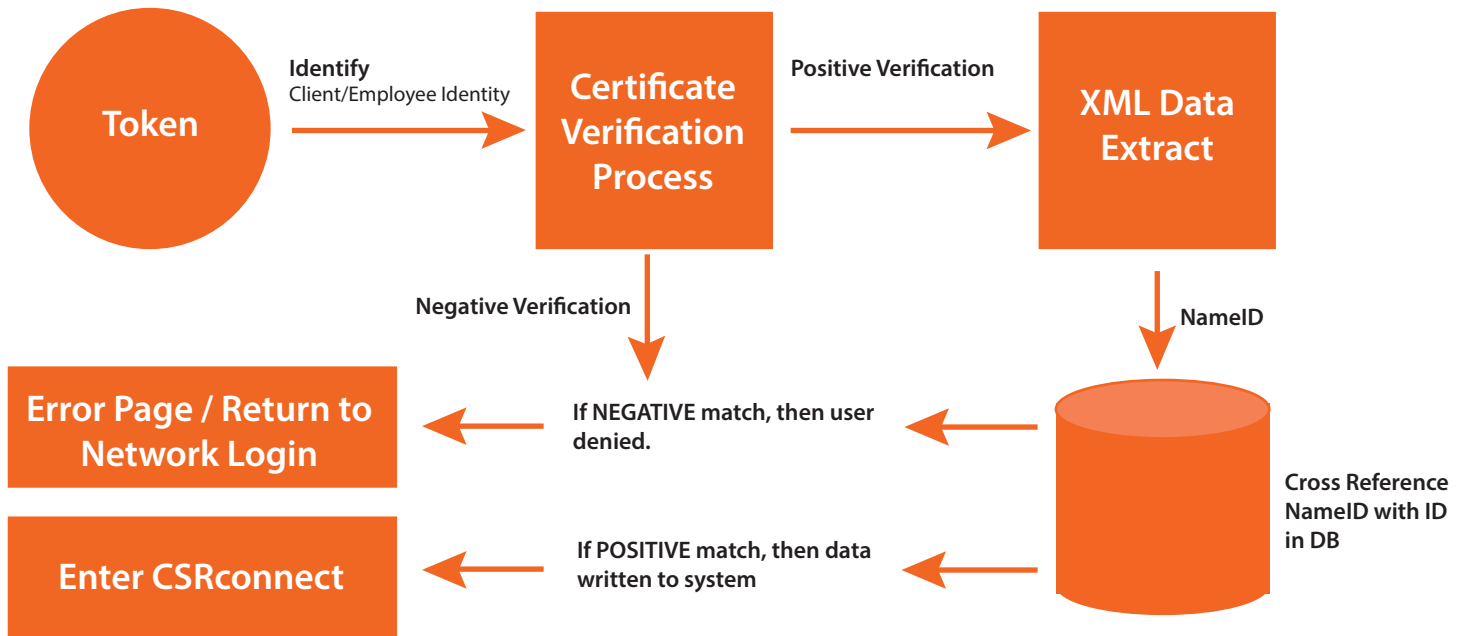**44,619** average number of users included within an HR file.

26 average number of countries included in an HR file.

At an increasing rate, companies are looking to limit the amount of employee data they allow out of their control. Now, employers can send over employee-specific data to external technology providers on demand and on a user-by-user basis in an automated manner. Under **auto-provisioning**, a user's authentication information is passed (via an encrypted token) to CSRconnect, authenticated, and provisioned within the database to give the user their requested access.

automated HR FILE BUILDING PROCESS

Token

Identify
Client/Employee Identity

Certificate Verification Process

Positive Verification

XML Data Extract

Negative Verification

NameID

Error Page / Return to Network Login

If NEGATIVE match, then user denied.

Cross Reference NameID with ID in DB

Enter CSRconnect

If POSITIVE match, then data written to system

top BROWSERS

n = 188,580

1. Internet Explorer
80%

2. Chrome
14%

3. FireFox
3.5%

4. Safari
2%

usage by version of Internet Explorer [IE]

IE 11.0	IE 8.0	IE 10.0	IE 9.0	IE 7.0
49%	32%	8%	6%	5%

Patrick Shaw & Brittany Dickey
Client Advocates

payment PROCESSING

processing FINDINGS

A subset of data - roughly 43,000 checks - were randomly pulled to determine specific trends and relevant datapoints related to donation processing. The sample set selected was taken from checks created within the last six months prior the date of this publication.

14 days

A median of 14 days implies that half of all checks are deposited within 14 days after the check is sent.

0

There is no correlation between the total value of the check and the amount of time it takes to deposit.

87%

Knowing the average timeframe for when a non-profit organization will deposit a check can help program administrators know what funds have been processed, are in process or may be potentially lost. Data shows that **87%** of checks received by non-profit organizations are deposited within **30 days.** After 30 days, the likelihood of the check being deposited drops to less than 10%.

what should I ask?

How are payments trending?

ACH transactions have grown **47%** year-over-year from 2013-2015 while check transactions have decreased by 2% year-over-year.

What is the donation in dollars trend?

The volume of donations delivered via ACH has grown year-over-year by **13%** from 2013-2015 while the dollar amounts donated via check have decreased by 2% year-over-year.

Method of Payment for All Transactions

check: 94%
ACH: 6%
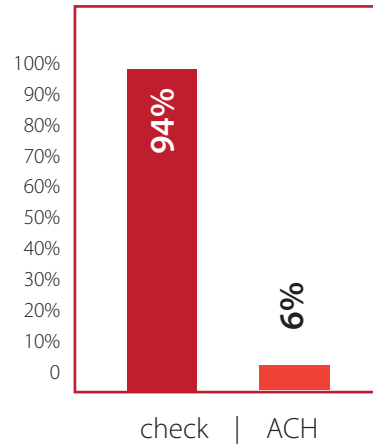
2014 Quarterly Payment Averages

	Q1	Q2	Q3	Q4
Average ACH Value Per Transaction	$1,079	$830	$983	$902
Average Check Value Per Transaction	$351	$277	$238	$293

$945 average ACH value per transaction

$291 average check value per transaction

Erika Bobo
Client Advocate

employee SUPPORT

customer SERVICE

A great employee engagement platform falls short without a great customer service team behind it. At YourCause, we firmly believe that our staff may serve as an extension of our clients' team. Together we strive to make the employee experience flawless to ensure higher participation rates which result in greater global impact. In 2015, YourCause launched a survey to fully measure our clients level of satisfaction in the delivery of customer service support.

It's All About the Numbers:

63% of tickets submitted to the help desk are solved by the YourCause customer advocacy team.

3.6 hours is the average first reply time to tickets submitted by corporate employees or nonprofit administrators.

4.7 hours is the average full resolution time of a corporate employee or a nonprofit administrator inquiry.

100% of clients surveyed using CSRconnect feel that their account manager provides significant value to their CSR program.

94% say that YourCause employees are friendly, courteous and respectful

98% are satisfied with the service provided by their account manager

96% would choose YourCause if given the opportunity to choose again

79% always feel their account manager solves issues quickly and efficiently

92% are satisfied with the look and feel of the product

98% say that YourCause keeps clients informed

91% feel that site performance improved

75% are satisfied with the reporting functionality

What our clients are saying...

"One of the best things about working with YourCause is that each person I interact with approaches me like we are on the same team, with the same goal. When they say "we" I know they mean all of us -- we are all in this together to make sure the technology, communications, reporting, transfer of funds... each part of this is the smoothest and best it can be."

"YourCause customer service far exceeds our expectations. We're partnering with an organization that understands and responds to the unique needs of our global workforce. The staff are professional, reliable and trusted advisors. It goes without saying that we look forward to continuing an excellent working relationship."

Overview

To construct the second edition of the Industry Review, data has been collected from users that have at least a complete 12 months of usage of the system, consequently excluding any organization to have joined the CSRconnect community after June 30, 2014. The data analysis only looked at data from July 1, 2014 to June 30, 2015.   The data is not a reflection of any specific organization but rather a broader overview of all data collected from all users over the period of 12 months.

Data

The complete data analysis only looked at data that was captured within the CSRconnect system and that of which is currently stored within the active database owned and managed by YourCause. Additional data points referenced within the Bloomberg Industry Classification Standard (BICS) were used to identify each organization's industry. At no time was external data used to support the analysis.

Guiding Principles

Transparency: The topics covered within this industry review were influenced by questions most frequently asked of YourCause, either by clients, prospects or industry peers. It is our goal to transparently display this data (and consequently, the responses to such questions) within a common document for the industry to observe – without bias, prejudice, and with as little opinion from YourCause as possible.

Design: A great design, often times, is able to make plain old data…exciting! The creations and purpose of this Industry Review was/has been to bring some excitement and enthusiasm to this space, by way of the data we uncover. Therefore, the team responsible for the production of this Industry Review has placed a considerable amount of time ensuring an ongoing visual appeal while maintaining overall data integrity.

Foundation Building: With this edition completed, a foundation of data is now in place to serve as a baseline for future publications and enable our team to determine trends for the prior six and twelve months. In moving forward, subsequent publications will reference previous Industry Reviews and seek to analyze possible short (and long) term trends.

Limitations and Assumptions

All conclusions are extracted from direct historical data managed internally during the July 1, 2014 to June 30, 2015 timeframes. By way of the total volume of records being analyzed, we are able to determine, with a 95% confidence level, the conclusions stated within this review are accurate.

- For industry-wide averages, it is important to note that all 'zero value data' have been excluded within the calculations, therefore eliminating unintentional adverse impacts on averages.

- Individual users entering large volumes of hours for a single day event may skew average volunteer hours.

- Average volunteer hours represent the average number of hours logged on an annual basis (calendar year).

Domestic Region Breakout

N - *Northern Region:* Minnesota, Michigan, North Dakota, South Dakota, Montana, Wisconsin and Wyoming.

E - *Eastern Region:* Connecticut, Pennsylvania, Ohio, Delaware, New Jersey, New York, Georgia, Massachusetts, North Carolina, South Carolina, Vermont, Rhode Island, Maine, New Hampshire, West Virginia, Virginia, Maryland and Washington, D.C.

W -*Western Region:* Idaho, California, Washington, Arizona, Utah, Oregon, Nevada, Alaska and Hawaii.

MW - *Midwest Region:* Nebraska, Iowa, Illinois, Kentucky, Kansas, Missouri, Indiana and Colorado.

S - *Southern Region:* Texas, New Mexico, Oklahoma, Tennessee, Louisiana, Arkansas, Florida, Alabama and Mississippi.

Industry Categorization

Communications - Cable & Satellite, Entertainment, Media Non-Cable, Wireless Telecom Services, Wireline Telecom Services

Consumer Discretionary - Airlines, Apparel & Textile Products, Automotive, Casinos & Gaming, Consumer Services, Distributors, Educational Services, Entertainment Resources, Home & Office Products, Home Builders, Home Improvements, Leisure Products, Restaurants, Travel & Lodging

Consumer Staples - Consumer Products, Food & Beverage, Retail Staples Supermarkets, Tobacco

Energy - Exploration & Production, Integrated Oils, Oil & Gas Services, Pipeline, Refining, Renewable Energy

Financials - Banking, Commercial Finance, Consumer Finance, Financial Services, Life Insurance, Property & Casualty, Real Estate

Health Care - Health Care Facilities & Services, Managed Care, Medical Equipment & Devices, Pharmaceuticals

Industrials - Aerospace & Defense, Electronic Equipment, Industrial Other, Machinery, Manufactured Goods, Railroad, Transportation & Logistics, Waste & Environment Service, Equipment & Facilities

Materials - Chemicals, Construction Materials, Construction & Packaging, Forest & Paper Products, Metals & Mining

Technology - Communications Equipment, Hardware, Software & Services

Utilities – Electric & Gas Utilities and Energy Providers

Government - Sovereign, Government Agency, Government Regional/Local, Supranational, Development Bank, Winding Up Agency

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glossary of TERMS

Automated Clearing House (ACH)	An electronic network for financial transactions. ACH processes large volumes of credit and debit transactions in batches. Credit transfers include direct deposit, payroll and vendor payments.
Campaigns	A systematic course of aggressive activities for a specific promotion surrounding a CSR program which encourages engagement.
CauseCards	An incentive that allows employees to volunteer to one charity but give the incentive donation to a charity of their choice.
Charity Administrators	An employee of a charity undertakes a variety of administrative tasks within the YourCause NPO portal.
Confidence Level	The percentage of all possible samples that can be expected to include the true population parameter.
Contributions	A donation to a common fund or collection.
Correlation	A relationship between two variables in which both variables perform the same action, or they are inverse of one another.
Descriptive Statistics	Summaries that calculate the "middle" or "average" of your data; these are called measures of central tendency.
Disaster Programs	A systematic course of aggressive activities surrounding a specific human or natural disaster to encourage employee engagement and assistance.
Dollars-for-Doers	A corporate employee giving program in which a company provides grants to non-profits where employees and retirees volunteer on a regular basis.
Employee Engagement	Broken out into three distinct categories: a) user engagement (those who logged into the system and either gave, volunteered, or utilized any of the other services provided by the online system); b) donor engagement in giving (those who made a donation if a program is offered by the company); and c) volunteer engagement by volunteering (those who volunteer if a program is offered by the company).
Full-time (employee)	Employment in which a person works a minimum number of hours defined as such by his/her employer.
Match Cap	A limit in the amount of additional donation dollars a party is willing to contribute to an individual's donation.
Median	The value placed in the middle of a set of values.
Metrics	Quantitative measurements used to track performance.
Mode	The value that occurs most frequently the most within a set of numbers.
NPO Portal	A free portal for non-profits to administer their charity pages and engage with YourCause corporate clients and their employee networks worldwide.

Offline Giving	A donation recieved by cash or check transacted outside of the system, and logged within CSRconnect by the donor.
Participation	Users who have demonstrated at least 1 hour of participation through team or individual events and/or have donated at least 1 unit of payment to a non-profit. The calculation is performed by dividing the number of participants by the number of eligible participants aggregated per affiliate.
Payroll Giving	A program which allows employees to give money to a registered charity of their choice by having a deduction taken straight from their gross pay.
Range	The value of the difference between the largest value and the smallest value in a set of numbers.
Redemption (monthly/seasonal)	An act of redeeming an incentive, usually earned through participation within a specific employee program, in the form of a donation to a qualified non-profit organization.
Retiree	A person who has retired from full-time work.
Transaction	A transaction symbolizes a unique donation performed within the YourCause provided platform.
Volunteer Days	A day in which a person voluntarily offers himself or herself for a service or undertaking.
Volunteer Grants	An incentive in which an employee may 'earn' an additional donation to a specified charity as a result of volunteering a pre-defined number of total hours over a set period of time.

final THOUGHTS

Our team is very pleased with the results of our second edition of the Industry Review. This production fully represents our commitment to our mission of making readily available to our clients and industry peers data that supports us in making better, more prudent decisions for our organization's ongoing commitment to supporting our clients - be it through cause, collaboration, or simply through each individual's personal desire to positively change our world. This data is critical, the support we provide truly matters, and the differences that are being made are profound.

The data points that we are releasing, in many ways, serve as a starting point to reach larger, far more impactful decisions for the future. Over time, it is the goal of the YourCause team to continue to dive deeper and more broadly to uncover potential insights that have historically been theorized and discussed, but never quantitatively proven. How does engagement truly influence an organization? What does engagement mean to the employee, and, consequently, to the company they work for? How can the data we uncover be used to make critical, internal, directional decisions?

The possibilities are seemingly endless and, until now, the insights have been non-existent. The work being performed today within this Industry Review represent a unique platform of opportunity that stands to shape the future (and success) of Corporate Social Responsibility, employee engagement, retention, and so much more. What we are seeing today is merely the start of so much more to to come, which we feel to be extremely encouraging and very exciting.

About YourCause

YourCause delivers the CSRconnect Employee Engagement Platform to enterprise clients of all sizes, providing a fully hosted solution for a broad array of corporate community involvement programs. CSRconnect is a robust and highly configurable software platform that caters to each client's CSR program with giving, volunteering, sustainability, grants, non-profit partnerships, and other related engagement tools and philanthropy processing services. Through the CSRconnect Employee Engagement Platform, clients are able to fully manage and report the depth of their social impact and overall employee engagement.