

2018 | ISSUE 6

# INDUSTRY REVIEW

Employee Engagement & Corporate Social Responsibility



Simple Connections. Big Impact.



# GETTING STARTED

## THE MISSION

Each year, the YourCause *Industry Review* shares insights into employee engagement and corporate social responsibility drawn from data collected in our CSRconnect platform. The present issue is based on data amassed between January and December 2017. As in previous editions, we look for trends, innovative efforts, and new directions from the growing sample set of philanthropic practitioners represented by our clients. We make this anonymized information available to our current and prospective clients and to our peers in the industry to provide a set of perpetually evolving benchmarks by which to measure social responsibility and engagement efforts.

The sixth issue of the *Industry Review* continues our focus on providing actionable information to the broader CSR community to help increase the impact of philanthropic efforts and expand engagement. Our hope is that the data itself - and the insights we glean from it - will aid companies and their NPO partners in staying ahead of the CSR curve.

## ADDITIONAL RESOURCES

YourCause is constantly producing resources to provide CSR professionals with information and new ideas in philanthropy and engagement practices. Feel free to download and explore on the Resources page at our website, [www.YourCause.com](http://www.YourCause.com) — and don't forget to sign up for our e-newsletter!



### Case Study | Educational Testing Services

Learn how ETS and YourCause coordinated strategies to roll out a new CSR platform to an experienced, CSR-savvy ETS staff, resulting in a virtually seamless switchover.



### Case Study | International Ambassadors

YourCause clients with multiple worldwide locations often use on-the-ground “international ambassadors” to help create hyperlocal communities, resulting in 14% greater engagement in giving and volunteering. Discover how to empower such ambassadors to gain similar results.



### Whitepaper | Incentive Guide

Data shows that once an employee participates in a giving or volunteering effort, that person is much more likely to participate again. Incentives can help motivate potential participants to become perpetually engaged. Explore our key strategies for galvanizing employee participation.



### Checklist | Community Engagement – Setting the Strategy & Goals

It makes sense that community engagement programs with clear KPIs, parameters, resource requirements, and achievable goals consistently outperform less well-defined efforts. This checklist will help program managers stay one step ahead.

ACCESS THESE RESOURCES AND MORE AT [YOURCAUSE.COM](http://YOURCAUSE.COM)

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YourCause team members spend time volunteering at Central Market's Feast of Sharing event.

## ONE PLATFORM. MANY POSSIBILITIES.

YourCause is a Software as a Service provider that offers a suite of management tools for a wide variety of philanthropic initiatives within our mobile-responsive **CSRconnect** Employee Engagement and **GrantsConnect** Platform. Whether you're a corporation looking for a comprehensive philanthropic platform or a nonprofit/corporate foundation searching for a robust grants management solution, YourCause provides the most intuitive and consolidated option on the market.

### GIVING

- ✓ Credit Card, Payroll, PayPal
- ✓ Matching Gift Programs
- ✓ Disaster Relief Campaigns
- ✓ Peer-to-Peer Fundraising
- ✓ Seasonal & Pledge Campaigns

### VOLUNTEERING

- ✓ Individual Hour Tracking
- ✓ Team Event Management
- ✓ Event Search Database
- ✓ Volunteer Time Off
- ✓ Dollars-for-Doers

### GRANTS

- ✓ Custom Form Builder
- ✓ Flexible Budgeting
- ✓ Engagement Insights
- ✓ Application Templates
- ✓ Configurable User Types

### ENGAGEMENT FEATURES

- ✓ Capture & Share Stories
- ✓ Virtual Groups
- ✓ Voting Programs
- ✓ Participation Levels
- ✓ Segmentation



### PARTNERSHIP

- ✓ Reporting & Analytics
- ✓ Account Management
- ✓ Employee Support
- ✓ Nonprofit Support
- ✓ Industry Benchmarking

### YOURCAUSE'S GLOBAL GOOD NETWORK

Partnering with YourCause means joining the YourCause Global Good Network - a network of nearly 250 corporations with 7M employees in 170 countries dedicated to maximizing generosity, defining best practices, tackling challenges, and collectively pushing the CSR space forward.

## READY TO SEE A DEMO?

Contact [sales@yourcause.com](mailto:sales@yourcause.com) or visit  
<http://info.yourcause.com/demo>



# WHAT TO KNOW

The Spring 2018 YourCause *Industry Review* represents a gold mine of CSR and employee engagement insights. To help you navigate these waters, we have provided the following quick description of our methodology and a brief list of key terms.

*Industry Review* data reflects employee activity spanning January 1 through December 31, 2017, from 57 of the nearly 250 companies using the CSRconnect platform. A full explanation of our analytical approach, including a list of Standard Industrial Classifications (SIC), appears on pages 35–36.

A full glossary of industry terminology can be found on pages 37 - 38.

## ISSUE 6 DATA POINTS

**Participating Clients:** 57

**Employees:**  
2,051,165

**Standards:**  
Standard Industrial  
Classifications

**Program Access:**  
January 2017 through  
December 2017

### Cause Cards

A program within CSRconnect, much like a typical gift or reward card, allowing companies to issue qualified participants the ability to donate on behalf of the company to a charity of their choosing.

### Company Match

A type of corporate giving program in which a company matches donations made by an employee to eligible nonprofit organizations.

### Dollars-for-Doers

A term used to describe an incentive program that rewards volunteers (“Doers”) with a donation on behalf of the company (“Dollars”) to the recipient volunteering organization in recognition of the employee’s volunteer activities.

### Employee Engagement

Broken out into two (2) distinct categories: a) donor engagement, defined by those who made a donation through the company’s program; and b) volunteer engagement, defined by those who have participated in a volunteer event.

### Participant

Employees who have volunteered for at least one (1) event through the platform and/or have made a single monetary donation. To calculate participation rates, the formula divides participating individuals by the total eligible individuals per company.

### Payroll Giving

A scheduled deduction directly from an individual’s paycheck for distribution to a specified nonprofit organization.

### 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 nonprofit organization.

### Transaction

A transaction is defined as a unique donation performed within YourCause’s Employee Engagement platform.

### Volunteer Grants

An incentive program offered to an employee allowing them to earn a donation, made by the company on the individual’s behalf, to the organization for which they volunteered.

# FOUNDER'S MESSAGE

Current and future clients, supporters, and friends...

This year was a challenge for all of us, including those who work within the corporate social responsibility and employee engagement sector. Even though a growing number of companies launched or expanded their programs, more employees gave more often, and volunteerism was up across the board - this was unfortunately prompted by the unprecedented number of natural disasters and other horrific events throughout 2017. Nonetheless, the expansion of our domestic and international programs led to a tremendous growth in the overall impact that the Global Good Network was able to deliver. We are both grateful for your participation and excited for our futures.

In a five-week span in August and September, three major hurricanes struck the Caribbean and the U.S. Gulf Coast. The first, Hurricane Harvey, arrived in Texas during the last weekend in August bringing all-time-record rainfall and devastating floods to Houston. As a result, the tropical storm became the costliest storm in U.S. history. Within days, Hurricane Irma blasted the Caribbean islands and the Florida Keys. Hurricane Maria, also hitting during this time period, slammed the tiny island of Dominica and ripped across Puerto Rico, causing damage from which the residents, to this day, have still not recovered.

Before the first of these disasters had even struck, while Harvey was still threatening off the Texas coast, our clients had mobilized to set up disaster relief pages within our platform. With the help of the YourCause team, more than half of YourCause clients had initiated disaster relief campaigns by the end of August. More than \$10 million in donations and matches were transacted through the platform engaging hundreds of thousands of employees. We are proud to support our clients and their proactive response to those in need.

We are also very proud to have delivered the full \$10 million in donations raised during these disasters to the designated NPO organizations. We did not take a fee and we expedited payment knowing that those suffering needed every penny and needed it quickly. As a result, an additional half-million dollars were delivered to help the victims of these disasters when compared to similar fundraising systems.

We hope this sixth edition of our Industry Report will help all of our clients, prospects, and industry peers with information and ideas to strengthen their philanthropic and engagement efforts. And because we all constantly learn from each other, we at YourCause invite you to contact us with your ideas and suggestions to make future publication even more useful.

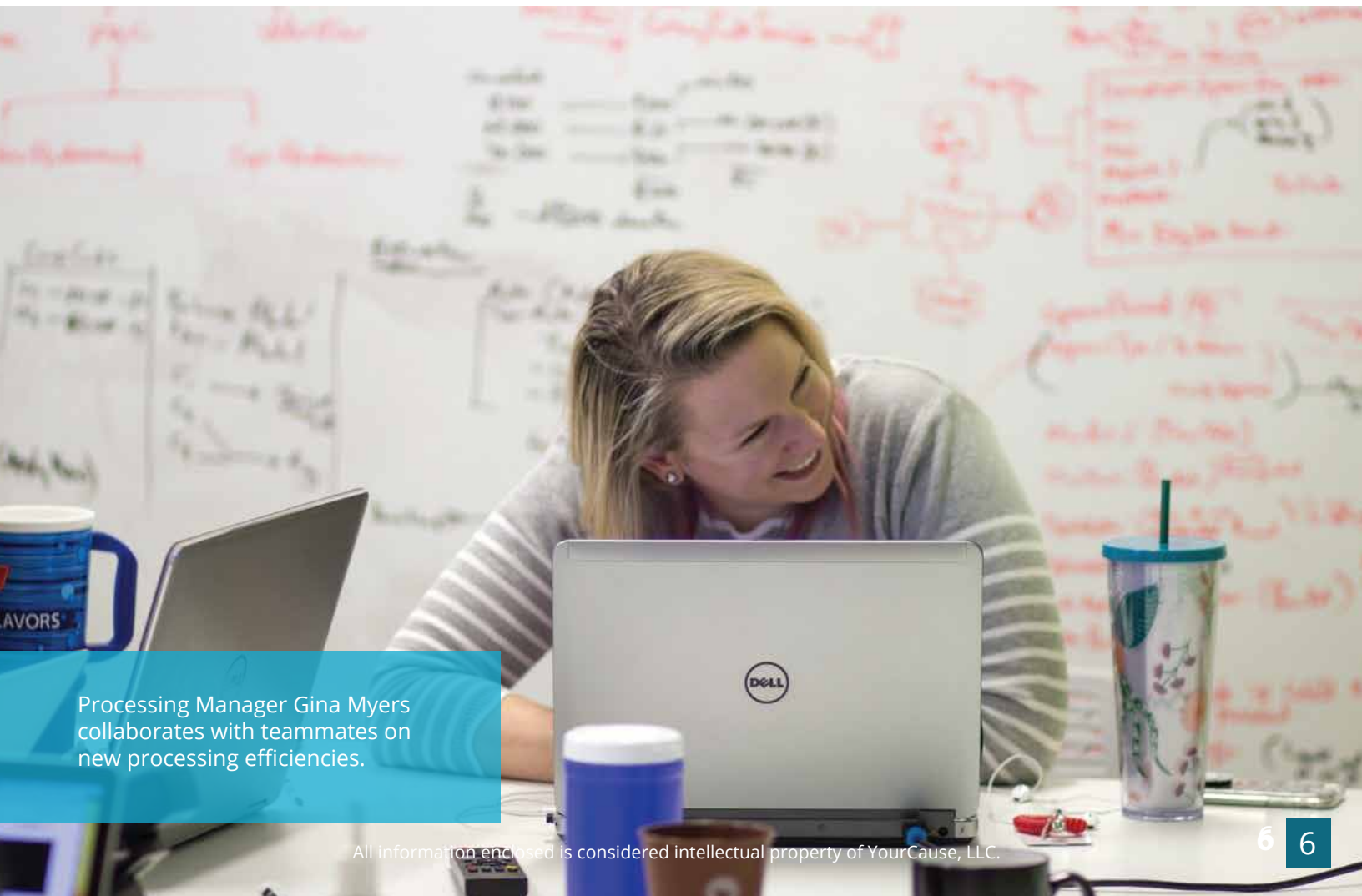
Enjoy.



**Matthew W. Combs**  
Founder & CEO

# KEY FINDINGS

- 1. More than half** of all volunteer hours were logged between January and June.
- 2. More than half** of all donations were made July through December.
- 3.** Employees working in a company's headquarters' state **gave more dollars and logged more volunteer hours** than employees working outside the headquarters' state.
- 4.** Giving engagement for employees in a company's headquarters' state was almost **3 times higher**, and volunteer engagement was nearly double, than for employees outside the state.
- 5. 34% of all dollars** paid to NPOs were processed through ACH, up 8% year-over-year.



Processing Manager Gina Myers collaborates with teammates on new processing efficiencies.

# GLOBAL EMPLOYEE ENGAGEMENT



## ENGAGEMENT INSIGHTS

There are several ways to categorize and evaluate employee engagement within a corporate social responsibility program. Below are some key considerations for program forecasting based on employee performance data in 2017:

**Employees and retirees are giving more often.**

Both full-time employees and retirees were giving more frequently on average in 2017 than they did in 2016. This suggests an always-on giving platform makes it easier for current and former employees to donate, translating into more donations per employee during the year.

**Company matching dollars per donation are up.**

Both employees and retirees also saw donations matched to a greater average dollar amount in 2017 over 2016. This fact implies that company/employee synergy of matching donations continues to gain traction.

**An uptick in natural disasters may have influenced both numbers.**

The increase in both figures could also be the result of a higher incidence of natural disasters in 2017 (Hurricanes Harvey, Irma, and Maria; Mexico earthquake, etc.), inspiring employees to make additional donations and companies to expand matching parameters.

**Don't underestimate the impact of retirees.**

Retirees give almost 4.5 times more dollars on average per year per donor than full-time employees. Plus, retirees log nearly 11 times more volunteer hours on average than full-time employees. Consider opening your platform to retired employees.

## ENGAGEMENT BY EMPLOYEE TYPE

The data reviews 2017 global employee engagement for giving and volunteering for full-time and retired employees.

Data includes all industries  
[domestic and international]  
n = eligible employee sample size

	Full-Time Employees	Retired Employees
Employee Engagement	22%	5%
Employee Engagement by Program Type	16% / 12% <small>(giving / volunteering)</small>	5% / 1% <small>(giving / volunteering)</small>
Average Annual Employee Donation per Donor	\$702 <small>n = 1,840,199</small>	\$3,144 <small>n = 122,818</small>
Average Annual Company Match per Participant	\$680	\$2,689
Average Transactions per Donor	12	11
Average Hours per Volunteer	15 <small>n = 1,586,251</small>	163 <small>n = 125,429</small>



# RETURNING VS ONE-TIME PARTICIPANTS

What makes a one-time participant decide to become a return participant? It’s difficult to come up with an answer that covers all possibilities, but it almost certainly relates to program communications. Repeated prompts, both inside and outside the platform, eventually pique the interest of the one-timer and pulls the employee in to participate more. Program diversity, multiple giving and volunteering campaigns, an annual calendar of scheduled events that holds steady over the years and builds momentum, highly visible executive calls to action, and motivating new hires during orientation with a low-value Cause Card – these and other efforts all come together to build a company culture of philanthropy and can both increase engagement and convert one-timers into returners.

## ONE-TIME PARTICIPANTS

The data reviews 2017 global employee engagement for employees who participated one time with companies offering only giving, only volunteering, or a combination of giving and volunteering programs.

	<b>Newly Hired Employees</b> <small>(employees at the company for less than 6 months)</small>	<b>Tenured Employees</b> <small>(employees at a company for more than 6 months)</small>
<b>Giving Employee Engagement</b>	2%	5%
<b>Giving and Volunteering Employee Engagement</b>	5%	5%
<b>Volunteering Employee Engagement</b>	2%	2%





## RETURNING PARTICIPANTS

















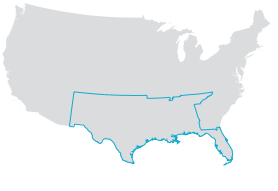

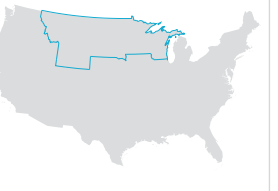
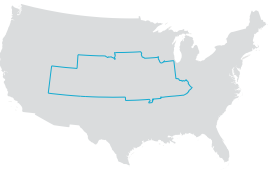
The data reviews 2017 global employee engagement for employees who participated more than once with companies offering only giving, only volunteering, or a combination of giving and volunteering programs.

	<b>Newly Hired Employees</b> <small>(employees at the company for less than 6 months)</small>	<b>Tenured Employees</b> <small>(employees at a company for more than 6 months)</small>
<b>Giving Employee Engagement</b>	2%	8%
<b>Giving and Volunteering Employee Engagement</b>	3%	6%
<b>Volunteering Employee Engagement</b>	1%	2%

# DOMESTIC GIVING BY REGION

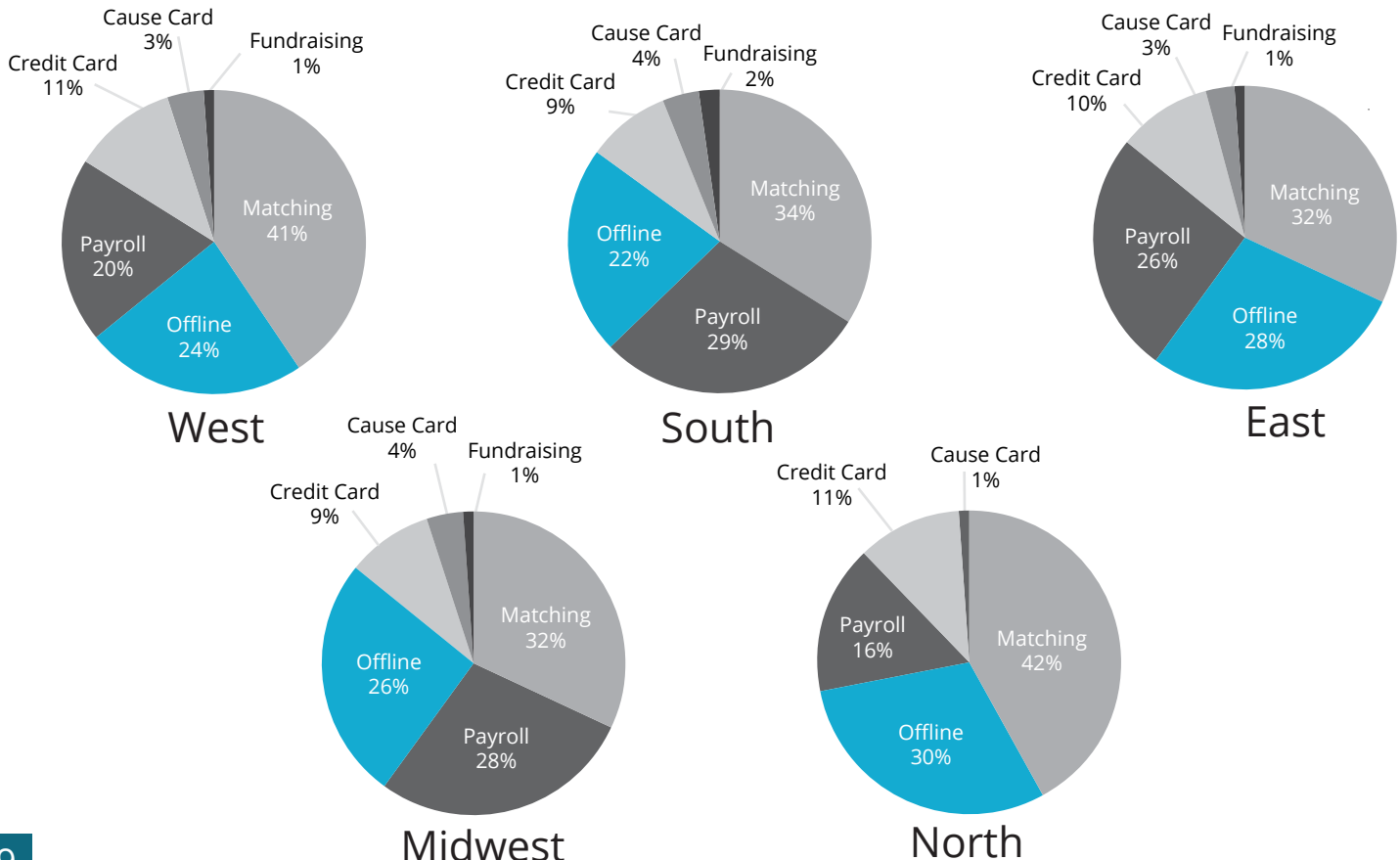
This data breaks down giving and volunteering based on an employee's work region. We analyzed the average engagement rate for giving and volunteering, average donations, and average volunteer hours within a work region.

-  Engagement
-  Average annual donation per donor
-  Average hours per volunteer
-  Eligible employee sample size

West N = 358,532	South N = 343,289	East N = 459,515	North N = 92,779	Midwest N = 159,583
 19% / 9% (giving / volunteering)  788  25 HRS	 20% / 11% (giving / volunteering)  741  19 HRS	 18% / 9% (giving / volunteering)  762  16 HRS	 22% / 15% (giving / volunteering)  1,193  18 HRS	 23% / 9% (giving / volunteering)  545  14 HRS
				
<b>Western region:</b> Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah, and Washington.	<b>Southern region:</b> Alabama, Arkansas, Florida, Louisiana, Mississippi, New Mexico, Oklahoma, Tennessee, and Texas.	<b>Eastern region:</b> Connecticut, Delaware, Georgia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, South Carolina, Vermont, Virginia, Washington, D.C., and West Virginia.	<b>Northern region:</b> Michigan, Minnesota, Montana, North Dakota, South Dakota, Wisconsin, and Wyoming.	<b>Midwest region:</b> Colorado, Illinois, Indiana, Iowa, Kansas, Kentucky, Missouri, and Nebraska.

## DONATION DISTRIBUTION BY REGION

Employees can make a donation using the following methods: credit card, payroll, matching, offline tracking, Cause Card, or fundraising pages. Each donation method is broken out by dollars distributed per donation method and by region. Note: matching percentages consist of offline, payroll, credit card, and volunteer matching. Distribution methods have been rounded to include those equal to or greater than 1%.



# HEADQUARTERS VS REMOTE

Employees who work in the company's home or headquarters' state give almost three times the dollars and log nearly twice as many volunteer hours on average per year than employees working outside the state. This may be due, at least in part, to better or more sustained efforts to promote CSR programs within or near the home office. Direct outreach to remote offices and employees could help close these gaps.

## ENGAGEMENT BY EMPLOYEE LOCATION

The data reviews 2017 global employee engagement for giving and volunteering by employee location.

Data includes all industries  
[domestic and international]  
n = eligible employee sample size

	Headquarters	Remote
Employee Engagement in Giving	30%	12%
Employee Engagement in Volunteering	17%	9%
Average Annual Employee Donation per Donor	\$986 <small>n = 347,370</small>	\$643 <small>n = 1,684,550</small>
Average Annual Company Match per Participant	\$887	\$706
Average Transactions per Donor	15	11
Average Hours per Volunteer	21 <small>n = 308,719</small>	15 <small>n = 1,472,709</small>

**3X**

Employees located at the company's headquarters give 3X more than employees who work remotely.

**2X**

Employees located at the company's headquarters volunteer 2X more than employees who work remotely.



# ENTERPRISE ENGAGEMENT TRENDS



## ENTERPRISE INSIGHTS

Enterprise size can affect both employee engagement and corporate social responsibility programs, whether through communications scope and reach, resource availability, or program culture and coherence. The following data reflects employee engagement averages segmented by number of employees. Through viewing data by enterprise size, we hope to allow readers to more easily compare apples to apples.

### Smaller means higher engagement rates.

Whether it's because of a more centralized and coherent employee community, a more homogeneous company culture, or a stronger, more easily sustained "spirit of giving," companies with fewer than 5,000 employees show overall engagement rates as much as 20 percentage points higher than larger companies.

### Smaller companies increased their giving most in 2017.

Companies with fewer than 5,000 employees increased their total giving dollars by 27%, more than double the percentage increase of the next most mobile segment.

### Smaller companies volunteer more.

Just as impressively, companies with fewer than 5,000 employees showed a significantly higher volunteer engagement rate – more than twice the rate of companies with 10,000 or more employees. This may be due to a logistical advantage smaller companies may have in terms of motivating a volunteer effort, but it certainly suggests that larger companies may have lessons to learn from their smaller CSR peers.

## ENGAGEMENT BY ENTERPRISE SIZE

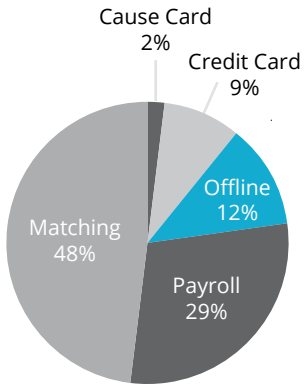
We analyzed giving and volunteering data from fifty-seven (57) companies. Company size was determined by Human Resource (HR) reports on the number of employee records.

Data grouped by  
workforce size  
n = number of companies

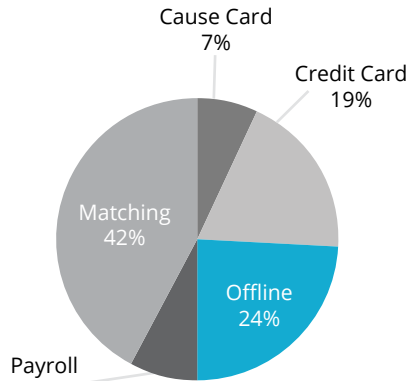
	0 - 5,000 n = 10	5,001 - 10,000 n = 14	10,001 - 50,000 n = 23	50,001 - 100,000 n = 4	100,000 + n = 6
Employee Engagement	39%	24%	24%	22%	18%
Employee Engagement by Program Type	32% / 25% <small>(giving / volunteering)</small>	14% / 14% <small>(giving / volunteering)</small>	18% / 13% <small>(giving / volunteering)</small>	16% / 10% <small>(giving / volunteering)</small>	12% / 9% <small>(giving / volunteering)</small>
Average Annual Employee Donation per Donor	\$703	\$789	\$816	\$1,707	\$506
Average Annual Company Match per Participant	\$622	\$731	\$826	\$1,044	\$579
Average Hours per Volunteer	17	19	17	19	14

# DONATION DISTRIBUTION BY ENTERPRISE SIZE

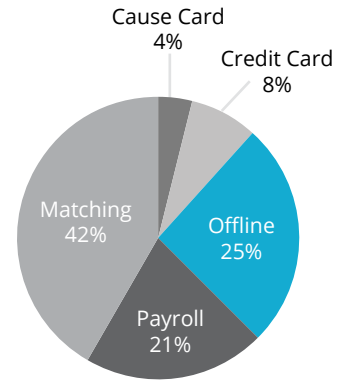
Employees can make a donation using the following methods: credit card, payroll, matching, offline tracking, Cause Card, or fundraising page. Each donation method is broken out by dollars distributed per donation method, and by enterprise size. Note: matching percentages consist of offline, payroll, credit card, and volunteer matching. Distribution methods have been rounded to include those equal to or greater than 1%.



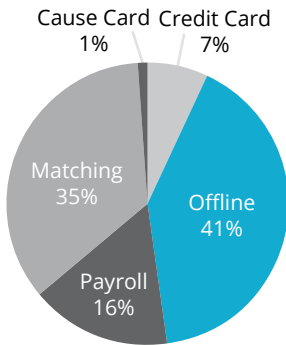
0 - 5,000  
enterprise size



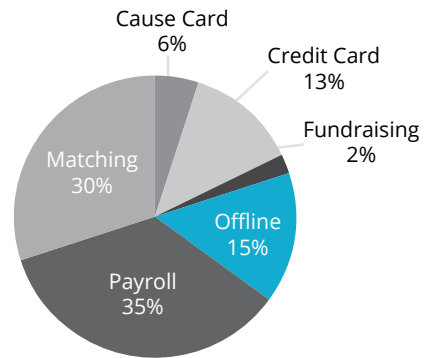
5,001 - 10,000  
enterprise size



10,001 - 50,000  
enterprise size



50,001 - 100,000  
enterprise size



100,000 +  
enterprise size



YourCause team member Paul Kim reviews the latest enhancements within CSRconnect.

# DONATION METHOD TRENDS

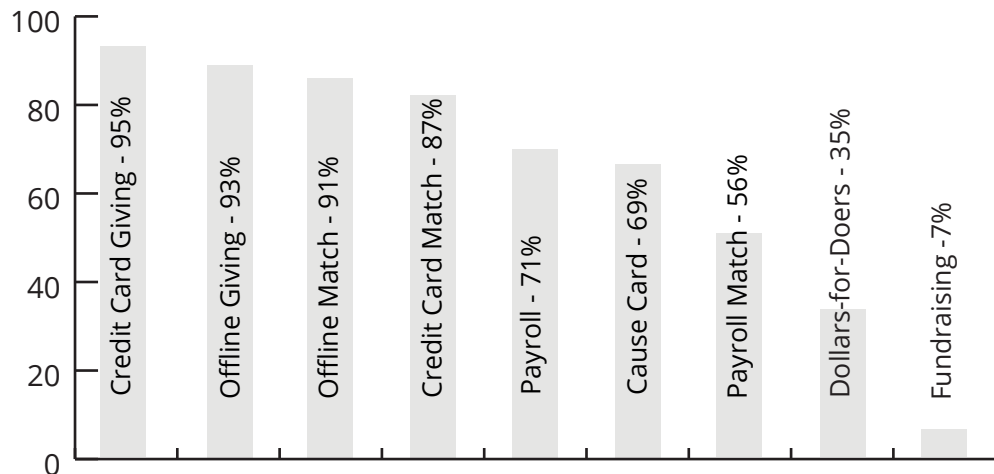
Employees can make a donation using the following methods: credit card, payroll, matching, offline tracking, Cause Card, or fundraising page. The table below evaluates employee performance based on giving type.

Data includes all industries  
[domestic and international]  
n = eligible employee sample size

	Employee Engagement	Average Number of Transactions per Donor	Average Gift per Donor
<b>Cause Card Giving</b> n = 1,527,170	4%	2	\$217
<b>Credit Card Giving</b> n = 1,999,921	4%	2	\$518
<b>Credit Card Match</b> n = 1,708,215	3%	2	\$613
<b>Fundraising</b> n = 371,714	0.2%	2	\$4,280
<b>Offline Giving</b> n = 1,637,050	4%	3	\$1,546
<b>Offline Match</b> n = 1,632,302	3%	3	\$1,299
<b>Payroll Giving</b> n = 1,841,140	10%	13	\$443
<b>Payroll Match</b> n = 1,291,754	4%	13	\$570
<b>Dollars-for-Doers</b> n = 602,429	1%	2	\$746

## WHAT GIVING METHODS ARE OFFERED

Offline and matched offline donations continue to represent the largest dollar-per-donor transactions in the platform. Adding offline donations to a company's set of offered donation methods will do more to increase a company's total donated dollars than any other single method adjustment.

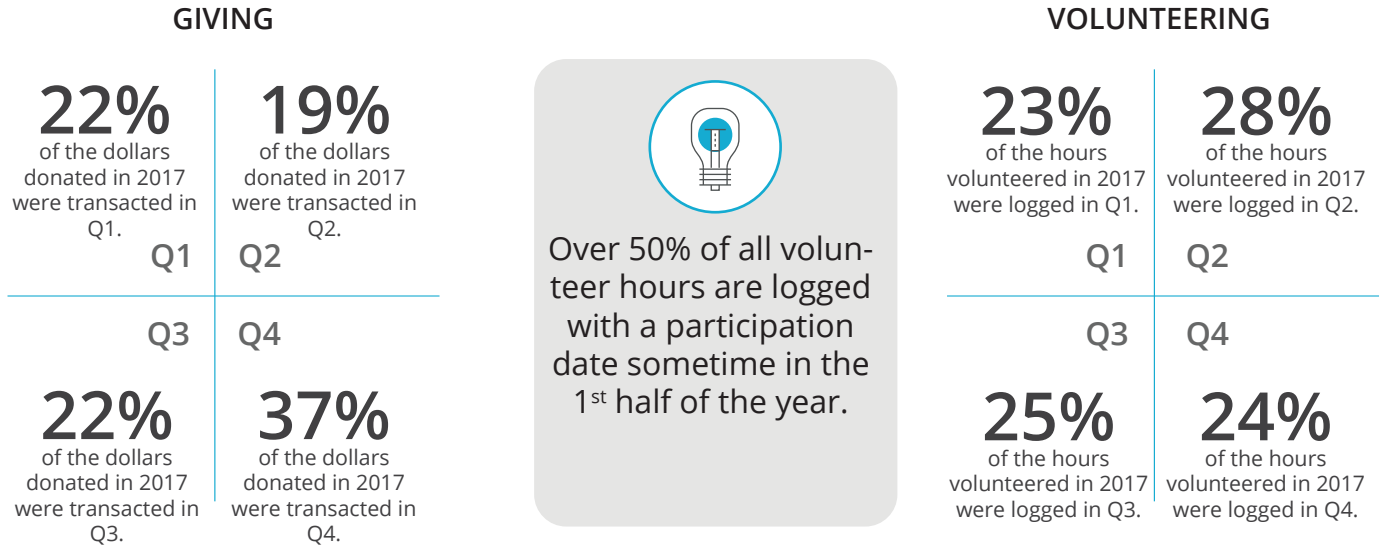


# CALENDAR YEAR ENGAGEMENT

The seasonal trends section analyzes giving and volunteering performance data broken out by quarters and seasons, as defined below.

## ENGAGEMENT BY QUARTER

The quarter section is broken out by Q1 (January to March), Q2 (April to June), Q3 (July to September), and Q4 (October to December.)



## ENGAGEMENT BY SEASON

The seasonal section is broken out by Winter (December to February), Spring (March to May), Summer (June to August), and Fall (September to November).



# PROGRAM TRENDS



## PROGRAM INSIGHTS

The following data deals with employee engagement and trends based on specific aspects of programs companies offer to employees. Not surprisingly, program developments aimed at making donating and volunteering easier, and efforts around raising awareness of CSR programs in general, result in increases in engagement rates, donations, and volunteering.

### Consider covering credit card fees for employee donations.

62% of companies currently cover fees for employees making credit card donations. Companies already covering these fees see the average annual dollar amount per donor jump \$310 – almost 50% more than donation amounts at companies not covering these fees. Consider carving space in your philanthropy budget to cover fees and watch your donation totals grow.

### Communicate, communicate, communicate!

While engagement elements communicate program details within the platform, don't let employees get all their CSR information from the platform only. Support CSR efforts at an enterprise level with a presence on the company web site and in the newsletter. Secure space in the corporate calendar for mention of CSR events and campaigns. Get onto the agenda and make CSR announcements at all-hands meetings. At local site levels, recruit program ambassadors, enlist support from employee resource groups, and encourage bottom-up movements among individual work teams.

### Year-round is the way to go!

More companies offered year-round programs in 2017, and their employees donate nearly three times the annual amount on average as employees of companies that offer opportunities only through specific campaigns. Companies with year-round giving programs also have higher engagement rates. Since year-round giving programs allow new employees to participate through the giving platform regardless of when they join the company, it stands to reason that such programs will continue to enhance giving and engagement numbers.

## PROGRAM TRENDS

The below table breaks down program usage for companies offering only giving or volunteering, or those offering both giving and volunteering.

data includes all domestic and international industries

n = number of companies

s = average employee workforce

⊘ = not applicable

	Giving Programs Only n = 5 s = 269,702	Volunteering Programs Only n = 2 s = 19,210	Combined Giving & Volunteer Programs n = 50 s = 1,762,253
Employee Engagement	40%	27%	18%
Average Annual Employee Donation per Donor	\$361	⊘	\$1,016
Average Annual Company Match per Participant	\$278	⊘	\$852
Average Transactions per Donor	11	⊘	12
Average Hours per Volunteer	⊘	10	16



## CAMPAIGN VS YEAR-ROUND PROGRAMS

The below table breaks down usage for companies with at least one campaign per year versus companies with year-round giving programs.

data includes all domestic and international industries  
 n = number of companies  
 s = average employee workforce

**Campaign Programs**  
 n = 18  
 s = 1,072,179

**Year-Round Programs**  
 n = 37  
 s = 939,306

Employee Engagement	16%	14%
Average Annual Employee Donation per Donor	\$482	\$1,204
Average Transactions per Donor	13	10

## INCENTIVE PROGRAMS

Three (3) of the most common incentive programs offered by companies are: (1) Dollars-for-Doers programs, (2) general recognition programs (new employees, first 100 donors, etc.), and (3) Political Action Committee (PAC) Match programs.

**51%** of Cause Cards issued through a **PAC Match program** in 2017 were redeemed in 2017.

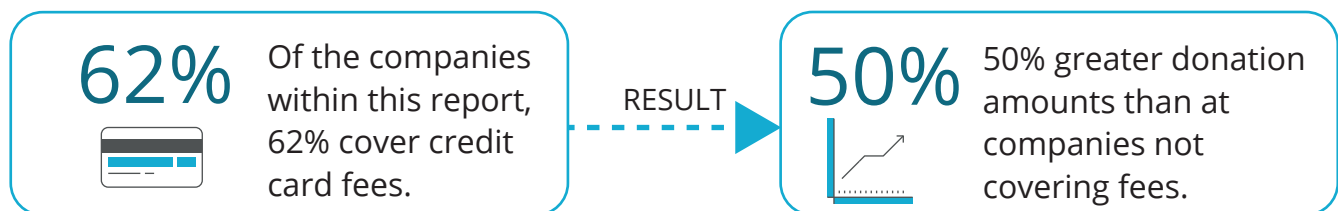
**50%** of Cause Cards issued through a **General Recognition program** in 2017 were redeemed in 2017.

**72%** of Cause Cards issued through a **Dollars-for-Doers program** in 2017 were redeemed in 2017.

	<b>Newly Hired Employees</b> (employees at the company for less than 6 months)	<b>Tenured Employees</b> (employees at a company for more than 6 months)
Employee Redemption Rate	44%	59%
Domestic Employee Redemption Rate	49%	60%
International Employee Redemption Rate	24%	50%

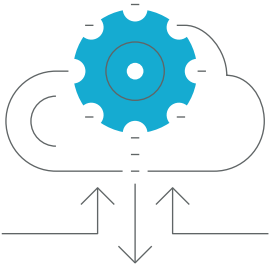
## CREDIT CARD INSIGHTS

Since credit card giving is the most common donation method offered, companies are often faced with employee questions on credit card processing fees. Employees expect their entire donation to go to the intended organization and look to their company to cover any related fees.



# TRENDS BY INDUSTRY

The data from all participating companies within this report have been categorized according to the Standard Industrial Classification (also referred to as the SIC parameters).



The Consumer Discretionary, Consumer Staples, Industrials, and Materials industries all saw an increase in average annual giving dollars per donor. Four of the nine tracked industry segments increased their giving participation rates by at least 1%. Three industry segments increased their volunteer participation rates by at least 1%. All but one segment increased their percentage of credit card dollars transacted. While total giving dollars and volunteer hours rose for all industries combined, 2017 tells a varied story segment by segment. We suggest that companies compare their own numbers to those of their industry peers to glean actionable insights.

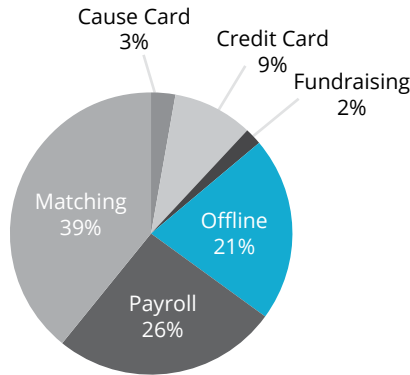
## ENGAGEMENT BY INDUSTRY

Data includes domestic and international employees  
n = number of companies

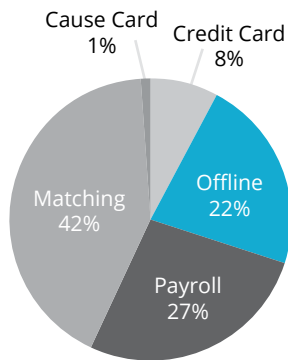
	Employee Sample Size	Employee Engagement	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Hours per Volunteer
<b>Consumer Discretionary</b> n = 7	235,328	6% / 6% <small>(giving / volunteering)</small>	\$464	\$415	9
<b>Consumer Staples</b> n = 4	359,344	4% / 1% <small>(giving / volunteering)</small>	\$728	\$767	12
<b>Energy</b> n = 3	155,458	10% / 9% <small>(giving / volunteering)</small>	\$1,783	\$1,805	31
<b>Financials</b> n = 15	459,167	23% / 33% <small>(giving / volunteering)</small>	\$1,138	\$960	18
<b>Healthcare</b> n = 6	483,744	6% / 8% <small>(giving / volunteering)</small>	\$827	\$938	13
<b>Industrials</b> n = 3	100,998	29% / 17% <small>(giving / volunteering)</small>	\$1,638	\$400	8
<b>Information Technology</b> n = 22	393,247	12% / 19% <small>(giving / volunteering)</small>	\$865	\$777	14
<b>Materials</b> n = 2	8,611	21% / 49% <small>(giving / volunteering)</small>	\$1,080	\$452	40
<b>Utilities</b> n = 5	96,323	22% / 10% <small>(giving / volunteering)</small>	\$651	\$523	40

# DONATION DISTRIBUTION BY INDUSTRY

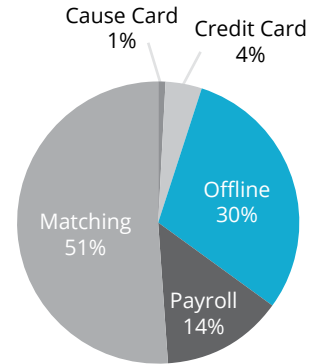
The following charts display the distribution of donations broken out by segment as defined by the Standard Industrial Classification (SIC) parameters. Each donation method is broken out by dollars distributed per donation method per industry. Note: matching percentages consist of offline, payroll, credit card, and volunteer matching. Distribution methods were rounded to include those equal to or greater than 1%.



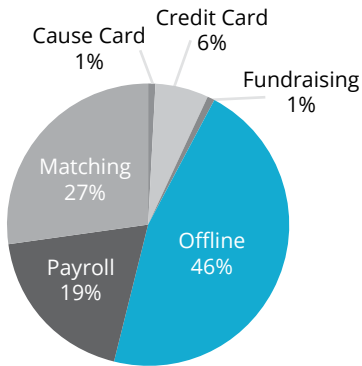
**Consumer Discretionary**



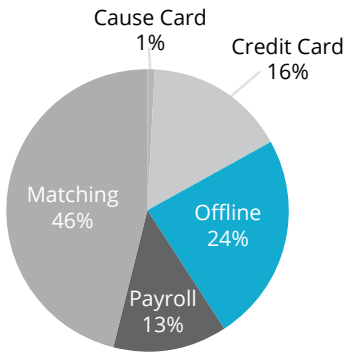
**Consumer Staples**



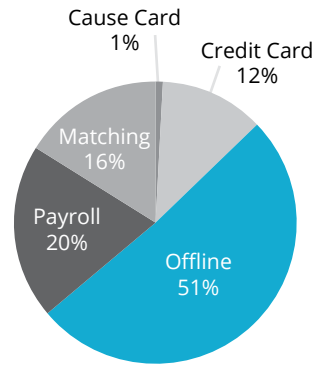
**Energy**



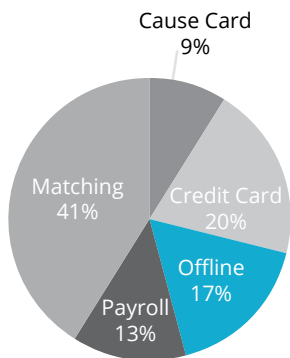
**Financials**



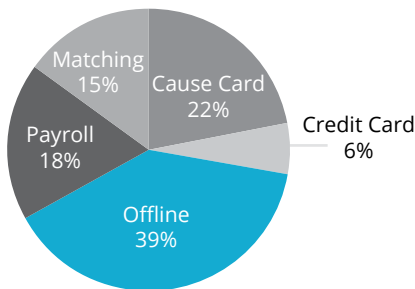
**Healthcare**



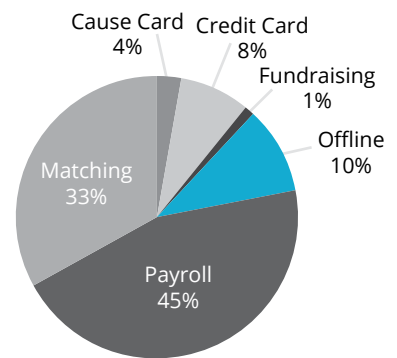
**Industrials**



**Information Technology**



**Materials**



**Utilities**

# GEOGRAPHIC TRENDS

The geographic trends section analyzes giving and volunteering program performance broken out by work location for all employees.



## GEOGRAPHIC INSIGHTS

Employee location clearly influences philanthropic participation. Local culture, legal, and economic factors inevitably come into play and can affect specific program engagement rates. Knowledge of specific differences on the ground can help companies better craft giving and volunteering programs to engage all their employees, both domestic and international. For the second year in a row, we've seen steady trends with respect to domestic and international employee engagement:

### **International employees are still more inclined to volunteer.**

International employee volunteer engagement is about 2% higher than that of domestic employees. However, although international employees engage more frequently in volunteer activities, they tend to volunteer fewer hours per year than domestic employees. Overall, international employee engagement has increased by 2% in 2017.

### **A higher percentage of domestic employees give, and they give more money when they do.**

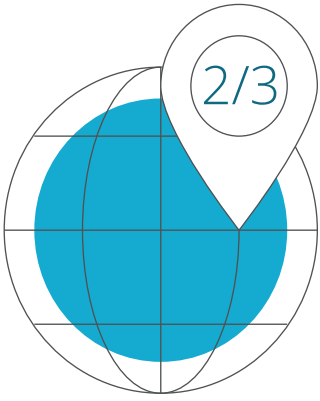
The domestic employee giving engagement rate is about 16% higher than that of international employees. Domestic employees also tend to give almost twice as much money per year per donor as international employees.

## GEOGRAPHIC ENGAGEMENT

Data includes all industries  
[domestic and international]  
n = eligible employee sample size

	Domestic	International
Employee Engagement	24%	13%
Employee Engagement Giving Only	20% (giving)	3% (giving)
Employee Engagement Volunteering Only	10% (volunteering)	12% (volunteering)
Average Annual Employee Donation per Donor	\$765 n = 1,450,294	\$419 n = 581,845
Average Annual Company Match per Participant	\$785	\$371
Average Transactions per Donor	12	5
Average Hours per Volunteer	20 n = 1,220,546	12 n = 561,101

# INTERNATIONAL AMBASSADORS



Two-thirds of YourCause clients offer CSR programs for international employees. Of these, the companies utilizing local in-country program champions - or “ambassadors” - experience an engagement rate of 27% – more than double that of those without such ambassadors. Why?

Some of the biggest difficulties faced by professionals managing international CSR programs are the cultural, economic, legal, and linguistic differences that may exist between countries. Ambassadors can use their local expertise to help program managers efficiently address these challenges, especially when programs allow for sufficient in-country technology, training, and collateral support, and as long as open and efficient communications are maintained.

Recruit and keep strong local program champions engaged with incentives, such as extra volunteer time off, and rewards, such as company-provided donation dollars.

## TOOLS TO EMPOWER INTERNATIONAL AMBASSADORS

Whether called international ambassadors or regional champions, they all play the same role: assisting the CSR team by shaping programs according to local cultural norms and preferences. Ambassadors are most successful when they are empowered.



### Equip:

It’s important to utilize technology to help build the overseas communities. Technology that is widely configurable with tools such as Segmentation and Engagement Elements help create a unique experience for international employees. With segmentation, you can group employees by region so that their program parameters serve them relevant content. With Engagement Elements, you can call attention to regionally-specific information such as a listing of international charities providing relief for an overseas natural disaster.



### Train:

A proven strategy to bridge the gap overseas is to provide training sessions before the launch of each new initiative to educate ambassadors on goals, new tools, reporting, and strategies. Typically, these training sessions include strategies for promoting campaigns internally, reaching out to get local nonprofits involved, and tips for setting up volunteer events that employees can engage with.



### Communicate:

International ambassadors are volunteers who are most effective when they are informed on the campaign and programs. These volunteers need support with communication and a centralized location for resources. It’s recommended to create a place where ambassadors can get all the program guidelines, communication email templates, promotional content, etc. By building this centralized resource location, ambassadors can easily take action to engage employees within their local community. Provide a way for them to share stories and successes. And don't forget to publicly recognize them!

# PERFORMANCE BY EMPLOYEE WORK COUNTRY

● = equal to or above international average

	Employee Engagement (giving)	Employee Engagement (volunteering)	Average Transactions per Donor	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Hours per Volunteer
American Samoa	4.35% ●		1		\$150	
Angola	1.78%	0.15%	53 ●	\$3,966 ●	\$4,062 ●	28 ●
Argentina	0.21%	4.32%	4	\$1,510 ●	\$1,154 ●	6
Australia	3.70% ●	20.53% ●	6 ●	\$658 ●	\$491 ●	9
Austria	1.27%	4.33%	3	\$720 ●	\$663 ●	13 ●
Bahamas		3.23%				3
Bangladesh	5.88% ●	7.35%	61 ●	\$3,633 ●	\$3,633 ●	35 ●
Belgium	1.09%	7.19%	2	\$534 ●	\$907 ●	33 ●
Bermuda	25.00% ●		2	\$100	\$100	
Brazil	0.87%	12.53% ●	2	\$378	\$437 ●	11
Bulgaria		20.00% ●				6
Cambodia		1.85%				
Canada	9.14% ●	7.11%	10 ●	\$434 ●	\$405 ●	14 ●
Chile	0.20%	2.44%	2	\$36	\$102	8
China	1.15%	21.19% ●	4	\$950 ●	\$406 ●	10
Colombia	0.42%	7.37%	8 ●	\$322	\$385 ●	4
Congo	14.29% ●		96 ●	\$4,053 ●	\$4,053 ●	
Costa Rica	0.50%	3.76%	3	\$48	\$99	10
Croatia	1.32%	25.66% ●	2	\$23	\$30	3
Czech Republic	0.19%	1.16%	2	\$110	\$127	7
Denmark	2.20%	8.86%	2	\$152	\$211	16 ●
Dominican Rep.	0.07%	1.11%	3	\$215	\$215	7
Egypt	0.03%	0.31%	1		\$117	7
Estonia		4.72%				5
Finland	0.31%	10.02%	2	\$27	\$61	5
France	2.51%	8.52%	3	\$191	\$292	11
Germany	3.17% ●	9.09%	2	\$243	\$336	24 ●
Ghana	16.67% ●		2	\$5,000 ●	\$5,000 ●	
Greece		4.73%				5
Guatemala		1.05%				7
Hong Kong	0.75%	13.16% ●	3	\$210	\$388 ●	7
Hungary	1.87%	11.65%	1	\$92	\$257	20 ●
India	5.82% ●	27.90% ●	2	\$99	\$245	9
Indonesia	2.98% ●	6.52%	39 ●	\$3,825 ●	\$3,528 ●	13 ●
Iraq	12.50% ●	29.17% ●	2	\$7,550 ●	\$3,533 ●	62 ●
Ireland	11.08% ●	18.68% ●	2	\$311	\$312	25 ●
Israel	6.74% ●	10.38%	2	\$519 ●	\$544 ●	13 ●
Italy	1.05%	6.5%	2	\$547 ●	\$758 ●	12 ●
Jamaica		50.00% ●				11
Japan	3.51% ●	19.73% ●	3	\$65	\$128	5
Jordan		0.41%				1
Kazakhstan	13.75% ●	2.53%	45 ●	\$2,960 ●	\$2,954 ●	19 ●
Kenya	5.13% ●	10.26%	2	\$310	\$608 ●	3
Kuwait	1.23%		3	\$850 ●	\$750 ●	
<b>Int'l Average</b>	<b>2.85%</b>	<b>11.98%</b>	<b>5</b>	<b>\$419</b>	<b>\$371</b>	<b>12</b>

# PERFORMANCE BY EMPLOYEE WORK COUNTRY

● = equal to or above international average

	Employee Engagement (giving)	Employee Engagement (volunteering)	Average Transactions per Donor	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Hours per Volunteer
Latvia	3.13% ●	25.00% ●	2	\$2,326 ●	\$2,326 ●	7
Lebanon	0.95%	22.27% ●	2	\$75	\$75	8
Lithuania		25.45% ●				11
Luxembourg	1.04%	11.46%	5 ●	\$360	\$595 ●	7
Malaysia	13.98% ●	58.16% ●	2	\$47	\$201	12 ●
Mexico	0.50%	2.38%	1	\$508 ●	\$107	23 ●
Moldova	43.75% ●		2	\$372	\$372 ●	
Morocco	1.15%	33.37% ●	1		\$210	7
Netherlands	2.35%	13.97% ●	2	\$222	\$260	11
New Zealand	0.86%	25.77% ●	1	\$1,285 ●	\$675 ●	4
Nigeria	13.26% ●	5.38%	54 ●	\$3,643 ●	\$3,832 ●	26 ●
Norway	1.47%	8.68%	3	\$483 ●	\$375 ●	18 ●
Pakistan	0.22%	2.84%	4	\$620 ●	\$247	9
Panama	4.97% ●	57.47% ●	2	\$40	\$159	11
Peru	0.47%	2.36%	2	\$92	\$99	3
Philippines	1.59%	22.05% ●	15 ●	\$1,500 ●	\$327	9
Poland	0.95%	12.63% ●	2	\$73	\$337	6
Portugal	0.88%	2.43%	2	\$98	\$158	10
Puerto Rico	25.02% ●	7.14%	10 ●	\$108	\$157	8
Qatar	3.57% ●		2	\$1,025 ●	\$1,025 ●	
Romania	7.67% ●	14.99% ●	3	\$89	\$283	9
Russia	0.23%	0.60%	6 ●	\$731 ●	\$849 ●	11
Saudi Arabia	0.09%	3.62%	1	\$1,000 ●	\$353	9
Serbia	0.27%	0.18%	2	\$49	\$65	4
Singapore	5.33% ●	27.22% ●	4	\$618 ●	\$406 ●	8
Slovakia	4.79% ●	58.65% ●	2	\$44	\$244	10
Slovenia		50.00% ●				10
South Africa	0.35%	14.19% ●	3	\$237	\$290	5
South Korea	1.42%	8.97%	1	\$194	\$72	6
Spain	2.10%	3.55%	2	\$136	\$118	9
Sri Lanka	3.23% ●	3.23%	1		\$500 ●	1
Sweden	2.65%	7.58%	3	\$374	\$256	31 ●
Switzerland	4.56% ●	11.86%	3	\$585 ●	\$540 ●	6
Taiwan	8.43% ●	31.91% ●	3	\$415	\$409 ●	16 ●
Thailand	2.53%	1.65%	7 ●	\$510 ●	\$500 ●	10
Trinidad & Tobago		100.00% ●				13 ●
Turkey	0.34%	1.84%	2	\$326	\$267	10
Ukraine		0.43%				7
U.A. Emirates	5.76% ●	6.51%	2	\$562 ●	\$703 ●	12 ●
United Kingdom	4.94% ●	11.03%	4	\$435 ●	\$430 ●	17 ●
Uruguay		2.00%				5
Venezuela	0.24%	0.34%	36 ●	\$2,740 ●	\$2,704 ●	8
Vietnam	0.10%	7.61%	2	\$30	\$30	16 ●
<b>Int'l Average</b>	<b>2.85%</b>	<b>11.98%</b>	<b>5</b>	<b>\$419</b>	<b>\$371</b>	<b>12</b>

# PERFORMANCE BY EMPLOYEE WORK STATE

● = equal to or above domestic average

	Employee Engagement (giving)	Employee Engagement (volunteering)	Average Transactions per Donor	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Hours per Volunteer
AK	19.71% ●	1.63%	11	\$492	\$765	110 ●
AL	21.85% ●	3.01%	11	\$420	\$410	19
AR	17.07%	3.79%	10	\$460	\$933 ●	15
AZ	13.23%	10.15% ●	20 ●	\$699	\$723	15
CA	19.00%	9.08%	12 ●	\$817 ●	\$839 ●	26 ●
CO	17.18%	13.99% ●	8	\$828 ●	\$775	12
CT	14.55%	5.18%	10	\$759	\$544	27 ●
DE	7.16%	3.88%	8	\$340	\$866 ●	27 ●
DC	20.68% ●	7.39%	10	\$1,473 ●	\$1,077 ●	7
FL	14.59%	7.33%	10	\$409	\$587	14
GA	28.64% ●	4.25%	12 ●	\$634	\$400	11
HI	6.39%	4.16%	8	\$452	\$1,695 ●	8
IA	13.53%	2.73%	9	\$788 ●	\$1,082 ●	20 ●
ID	12.12%	5.36%	8	\$568	\$821 ●	53 ●
IL	31.48% ●	11.36% ●	10	\$580	\$561	11
IN	12.06%	6.16%	13 ●	\$463	\$659	14
KS	11.55%	2.53%	11	\$434	\$648	23 ●
KY	13.85%	5.43%	10	\$314	\$448	24 ●
LA	13.74%	5.23%	12 ●	\$461	\$1,119 ●	35 ●
MA	16.71%	11.96% ●	7	\$634	\$521	16
MD	9.11%	5.53%	8	\$669	\$633	12
ME	9.74%	2.01%	10	\$440	\$722	29 ●
MI	19.85% ●	5.63%	10	\$637	\$664	15
MN	23.86% ●	20.39% ●	10	\$1,522 ●	\$1,523 ●	16
MO	32.34% ●	10.61% ●	10	\$419	\$419	17
MS	19.31%	4.62%	23 ●	\$494	\$972 ●	49 ●
MT	12.89%	3.81%	11	\$694	\$961 ●	44 ●
NC	16.50%	13.14% ●	13 ●	\$676	\$567	13
ND	8.68%	2.64%	11	\$885 ●	\$1,494 ●	26 ●
NE	8.38%	2.78%	11	\$1,189 ●	\$1,611 ●	46 ●
NH	10.72%	8.79%	13 ●	\$775	\$904 ●	17
NJ	24.27% ●	6.58%	12 ●	\$610	\$423	15
NM	9.77%	2.12%	7	\$644	\$1,062 ●	43 ●
NV	8.43%	4.20%	11	\$444	\$746	25 ●
NY	22.02% ●	8.26%	8	\$898 ●	\$601	18
OH	14.65%	5.31%	10	\$540	\$637	21 ●
OK	20.83% ●	15.64% ●	11	\$339	\$545	18
OR	26.92% ●	12.36% ●	12 ●	\$710	\$975 ●	33 ●
PA	21.56% ●	9.72%	29 ●	\$1,111 ●	\$755	12
RI	9.77%	16.11% ●	9	\$466	\$786 ●	19
SC	8.24%	3.84%	10	\$626	\$985 ●	45 ●
SD	15.54%	6.07%	10	\$1,064 ●	\$1,597 ●	53 ●
TN	16.39%	9.60%	10	\$620	\$721	14
TX	23.84% ●	13.84% ●	15 ●	\$947 ●	\$959 ●	20 ●
UT	14.30%	12.09% ●	10	\$1,047 ●	\$1,243 ●	33 ●
VA	14.83%	10.48% ●	9	\$852 ●	\$785	14
VT	9.93%	3.89%	9	\$1,400 ●	\$1,449 ●	45 ●
WA	26.76% ●	9.12%	11	\$691	\$744	18
WI	20.94% ●	10.33% ●	12 ●	\$940 ●	\$1,176 ●	35 ●
WV	11.14%	1.26%	8	\$118	\$215	22 ●
WY	8.22%	3.36%	9	\$708	\$1,282 ●	79 ●
<b>Domestic Average</b>	<b>19.46%</b>	<b>9.80%</b>	<b>12</b>	<b>\$765</b>	<b>\$785</b>	<b>20</b>



## PERFORMANCE IN THE TOP US CITIES

Of the top 14 U.S. work cities home to companies in the YourCause platform:

- **57%** (8 of 14) had increases in the average annual donation amount per donor in 2017.
- **57%** (8 of 14) showed an average increase in giving transactions per donor.
- **50%** showed average annual donation amounts per donor of more than \$1,000.
- **36%** (5 of 14) had average employee volunteer engagement rates above 10%.
- **Only** Philadelphia and San Jose appeared in all four categories listed above.

✳	Engagement
\$	Average annual donation per donor
🕒	Average hours per volunteer
T	Total Transacted in 2017
N	Eligible employee sample size

## TOP 14 US CITIES

<p><b>AUSTIN, TX</b> N = 17,605</p> <p>✳ 27% / 15% (giving / volunteering)</p> <p>\$ \$852</p> <p>🕒 19</p> <p>T \$6,683,653 (in 2017)</p>	<p><b>CHICAGO, IL</b> N = 16,068</p> <p>✳ 30% / 7% (giving / volunteering)</p> <p>\$ \$870</p> <p>🕒 7</p> <p>T \$5,821,108 (in 2017)</p>
<p><b>DALLAS, TX</b> N = 17,169</p> <p>✳ 46% / 3% (giving / volunteering)</p> <p>\$ \$1,113</p> <p>🕒 11</p> <p>T \$11,304,698 (in 2017)</p>	<p><b>HOUSTON, TX</b> N = 26,042</p> <p>✳ 26% / 16% (giving / volunteering)</p> <p>\$ \$1,382</p> <p>🕒 16</p> <p>T \$14,369,509 (in 2017)</p>
<p><b>INDIANAPOLIS, IN</b> N = 6,345</p> <p>✳ 20% / 2% (giving / volunteering)</p> <p>\$ \$562</p> <p>🕒 17</p> <p>T \$1,190,547 (in 2017)</p>	<p><b>JACKSONVILLE, FL</b> N = 3,907</p> <p>✳ 15% / 8% (giving / volunteering)</p> <p>\$ \$450</p> <p>🕒 13</p> <p>T \$396,909 (in 2017)</p>
<p><b>LOS ANGELES, CA</b> N = 7,761</p> <p>✳ 19% / 3% (giving / volunteering)</p> <p>\$ \$1,704</p> <p>🕒 15</p> <p>T \$2,801,421 (in 2017)</p>	<p><b>NEW YORK, NY</b> N = 23,809</p> <p>✳ 37% / 9% (giving / volunteering)</p> <p>\$ \$1,121</p> <p>🕒 9</p> <p>T \$8,244,509 (in 2017)</p>
<p><b>PHILADELPHIA, PA</b> N = 7,077</p> <p>✳ 17% / 14% (giving / volunteering)</p> <p>\$ \$1,523</p> <p>🕒 6</p> <p>T \$2,154,869 (in 2017)</p>	<p><b>PHOENIX, AZ</b> N = 5,219</p> <p>✳ 8% / 5% (giving / volunteering)</p> <p>\$ \$742</p> <p>🕒 26</p> <p>T \$515,106 (in 2017)</p>
<p><b>SAN ANTONIO, TX</b> N = 12,619</p> <p>✳ 28% / 6% (giving / volunteering)</p> <p>\$ \$533</p> <p>🕒 16</p> <p>T \$3,210,517 (in 2017)</p>	<p><b>SAN DIEGO, CA</b> N = 6,965</p> <p>✳ 24% / 2% (giving / volunteering)</p> <p>\$ \$518</p> <p>🕒 14</p> <p>T \$1,187,497 (in 2017)</p>
<p><b>SAN FRANCISCO, CA</b> N = 14,315</p> <p>✳ 39% / 22% (giving / volunteering)</p> <p>\$ \$1,049</p> <p>🕒 16</p> <p>T \$10,120,998 (in 2017)</p>	<p><b>SAN JOSE, CA</b> N = 12,607</p> <p>✳ 27% / 10% (giving / volunteering)</p> <p>\$ \$1,150</p> <p>🕒 18</p> <p>T \$7,003,710 (in 2017)</p>

# DISASTER CAMPAIGNS

## ENGAGEMENT ELEMENTS

### Use of Engagement Elements increases exponentially.

2017 saw the use of engagement elements nearly quadruple. Engagement elements are visually impactful, hyperlinked areas on a company's community homepage that draw a user in and enable instant access to detailed information on a specific campaign, volunteer effort, or area of need, with direct links for donation or signup. Donation dollars transacted through engagement elements doubled year-over-year in 2017. They're an effective means of communicating to employees about specific charities and CSR efforts within the platform itself.

Data includes domestic and international employees  
n = number of companies

	Giving through Engagement Elements n = 47	Giving outside Engagement Elements n = 55
Average Annual Employee Donation per Donor	\$254	\$770
Average Annual Company Match per Participant	\$181	\$809
Average Transactions per Donor	4	12

## ENGAGEMENT ELEMENTS AND DISASTER RELIEF

156

Disaster Relief Engagement Elements in 2017.

\$9.7  
MILLION

Disaster Relief Dollars Transacted through Engagement Elements in 2017.

\$233

Average Gift per Donor in 2017.

## TIPS ON USING ENGAGEMENT ELEMENTS

1. Promoting disaster fundraisers or disaster-related volunteer opportunities.
2. Announcing a special company match for giving campaigns; for example, a higher-than-normal match for the March of Dimes, etc.
3. Creating a "resource" engagement element containing links to program guidelines, forms, templates, etc.
4. Offering a "voting" engagement element to inspire employees to participate in recognition surveys, corporate CSR decision-making, program feedback, etc.
5. Collecting photos and stories (using an embedded upload widget), to be curated and posted by a designated CSR manager.

# RALLYING THE GLOBAL GOOD NETWORK IN A TIME OF NEED

The end of August 2017 saw the tremendous winds and torrential rains of Hurricane Harvey hit the Texas Gulf Coast, leaving devastating floodwaters on the rise in Greater Houston and surrounding areas.

But before the storm had even made landfall on that last weekend in August, YourCause clients were at work launching disaster relief campaigns in anticipation of the storm and its outcome. With a goal of raising as much money as possible as quickly as possible, more than 52% of clients had teamed with YourCause to set up disaster relief donation pages – each a unique, client-specific effort – before the end of the month.

All told, the YourCause partnership raised more than \$8.5 million through the platform. Rebuilding after the hurricane and its aftermath will take time, but the generosity of the more than 30,000 individual donors has gone a long way to speeding the recovery.



## \$8.5M+

Disaster Relief Donations



## 30,000+

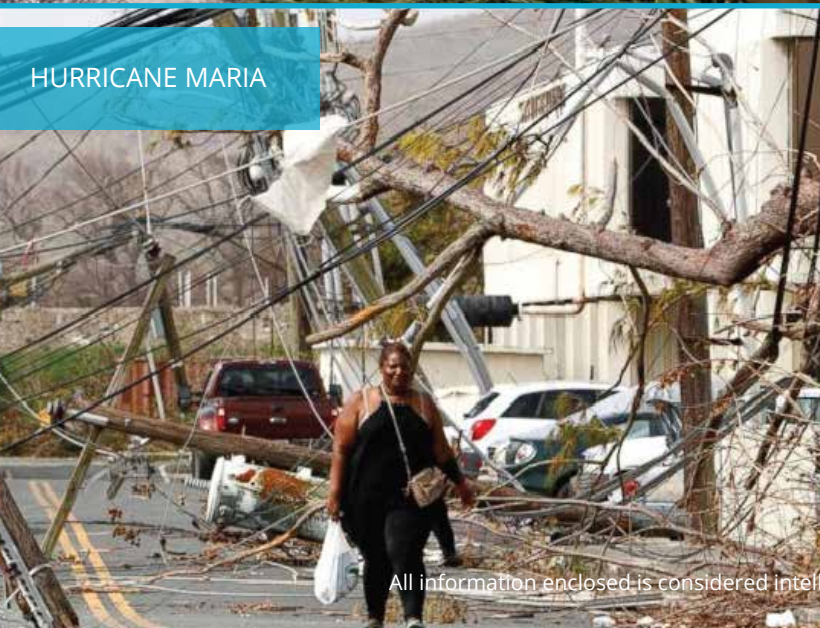
Unique Donors



HURRICANE IRMA



HURRICANE JOSE



HURRICANE MARIA



HURRICANE HARVEY

# NONPROFIT TRENDS

The nonprofit stats outlined below give a snapshot of 2017 performance, as well as lifetime support provided by YourCause.

## CHARITY TYPE PREFERENCES

Charities are grouped by the National Taxonomy of Exempt Entities (NTEE), which offers a classification system for nonprofit organizations recognized as tax exempt under the Internal Revenue Code.



### TOP 5 CHARITY TYPES FOR GIVING

1. Education
2. Human Services
3. Religion
4. Philanthropy
5. Health

**25%**

Charities categorized as 'Education' account for **25%** of all giving in 2017.



### TOP 5 CHARITY TYPES FOR VOLUNTEERING

1. Human Services
2. Education
3. Leisure
4. Youth
5. Philanthropy

**10%**

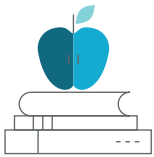
Charities categorized as 'Human Services' account for **10%** of all volunteering in 2017.

## CHARITIES BY TYPE

The top two (2) most popular charity types are education and human services. Below are the top five (5) organizations by engagement in giving and volunteer activity.

### TOP 5 CHARITIES FOR GIVING

### TOP 5 CHARITIES FOR VOLUNTEERING



IN THE EDUCATION CATEGORY

1. President and Fellows of Harvard College
2. University of Notre Dame Du Lac
3. University of Minnesota Foundation
4. University of Southern California
5. Wright State University Foundation

1. Heart of America Foundation
2. Live Oak Home School Club
3. Trinity Lutheran School
4. Illinois Science Olympiad
5. New Haven Reads Community Book Bank



IN THE HUMAN SERVICES CATEGORY

1. American Cancer Society
2. United Way of Metropolitan Dallas
3. Greater Twin Cities United Way
4. Emergency Assistance Foundation
5. United Way of Metropolitan Atlanta

1. Mobile Meal Service of Spartanburg County
2. Family Service Association of San Antonio
3. Guide Dogs For The Blind
4. Feed My Starving Children
5. Good Shepherd Services

# TOP 10 CHARITY LIST

based on all client 2017 performance data

## Most Donations (Dollars)

1. American National Red Cross - \$9.3M
2. St. Jude Children's Research Hospital - \$4.2M
3. United Way of Metropolitan Dallas - \$2.8M
4. American Heart Association - \$2.6M
5. Greater Twin Cities United Way - \$2.5M
6. American Cancer Association - \$2.3M
7. The Leukemia Lymphoma Society - \$1.4M
8. United Way of Greater St. Louis - \$1.3M
9. Second Harvest Food Bank of Santa Clara and San Mateo Counties - \$1.3M
10. United Way of Greater Houston - \$1.2M

## Highest Volunteer Hours

1. Learning Links Foundation - 15K hrs
2. The Mustard Seed Mission - 12K hrs
3. Houston Food Bank - 11K hrs
4. Rise Against Hunger - 11K hrs
5. Mount Miriam Cancer Hospital - 10K hrs
6. National Center for Missing and Exploited Children - 10K hrs
7. North Chicago Community Partners NFP - 9K hrs
8. FIRST - For Inspiration and Recognition of Science and Technology - 8K hrs
9. Mobile Meal Service of Spartanburg County Inc. - 8K hrs
10. Family Service Association of San Antonio Inc. - 8K hrs

## Most Volume (Transactions)

1. St. Jude Children's Research Hospital - 117K
2. American National Red Cross - 72K
3. American Cancer Society - 57K
4. Fondos Unidos De Puerto Rico, Inc. - 48K
5. United Way of Metropolitan Dallas - 43K
6. United Way of Metropolitan Atlanta - 35K
7. Wounded Warrior Project, Inc. - 31K
8. United Way of Greater St. Louis - 29K
9. American Heart Association - 27K
10. United Way of Greater Houston - 26K

## Most Volunteers

1. Rise Against Hunger - 7K
2. Feed My Starving Children - 5K
3. Learning Links Foundation - 3K
4. Houston Food Bank - 3K
5. Feeding Children Everywhere, Inc. - 2K
6. Second Harvest Food Bank of Metrolina, Inc. - 2K
7. Meals from the Heartland - 2K
8. Round Rock Area Serving Center Incorporated - 2K
9. Twin Cities Habitat for Humanity - 2K
10. Mount Miriam Cancer Hospital - 2K

\$557M

donated from 1/1/17 through 12/31/17



7.2M


hours volunteered from 1/1/17 through 12/31/17


# GLOBAL GOALS GATEWAY

We are strong supporters of any philanthropic collaboration between companies, employees, and nonprofit organizations, such as the Global Goals and Sustainable Development Goals (SDGs) initiative. That's why YourCause developed the Global Goals Gateway, a tool allowing nonprofit organizations to communicate their mission (and associated SDGs) to our corporate partners. Corporate social responsibility professionals can then find these mission-driven declarations when searching for nonprofit partners.


Below is a snapshot of the declarations and trends associated to each of the seventeen (17) Global Goals, based on millions of nonprofit partners in our system.


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	422 Nonprofit Declarations \$38,869 Associated Donations \$95 Average Donation per Charity 27,578 Associated Hours Volunteered 92 Average Hours Volunteered per Charity
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	158 Nonprofit Declarations \$31,700 Associated Donations \$213 Average Donation per Charity 27,636 Associated Hours Volunteered 228 Average Hours Volunteered per Charity
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	939 Nonprofit Declarations \$82,716 Associated Donations \$90 Average Donation per Charity 56,847 Associated Hours Volunteered 87 Average Hours Volunteered per Charity
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	1,307 Nonprofit Declarations \$160,753 Associated Donations \$128 Average Donation per Charity 100,832 Associated Hours Volunteered 139 Average Hours Volunteered per Charity
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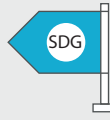
	241 Nonprofit Declarations \$12,968 Associated Donations \$56 Average Donation per Charity 10,337 Associated Hours Volunteered 54 Average Hours Volunteered per Charity
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	204 Nonprofit Declarations \$5,659 Associated Donations \$28 Average Donation per Charity 4,356 Associated Hours Volunteered 27 Average Hours Volunteered per Charity
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	81 Nonprofit Declarations \$1,295 Associated Donations \$16 Average Donation per Charity 671 Associated Hours Volunteered 10 Average Hours Volunteered per Charity
------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	402 Nonprofit Declarations \$11,717 Associated Donations \$29 Average Donation per Charity 8,685 Associated Hours Volunteered 27 Average Hours Volunteered per Charity
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## GET YOUR NPO PARTNERS INVOLVED!

Encourage them to visit [npo.yourcause.com](http://npo.yourcause.com) to declare the SDGs that align with their organization's mission.



14 Nonprofit Declarations  
\$1,711 Associated Donations  
\$114 Average Donation per Charity  
1,146 Associated Hours Volunteered  
96 Average Hours Volunteered per Charity



41 Nonprofit Declarations  
\$10,307 Associated Donations  
\$258 Average Donation per Charity  
7,738 Associated Hours Volunteered  
298 Average Hours Volunteered per Charity



104 Nonprofit Declarations  
\$18,374 Associated Donations  
\$180 Average Donation per Charity  
13,889 Associated Hours Volunteered  
180 Average Hours Volunteered per Charity



20 Nonprofit Declarations  
\$3,786 Associated Donations  
\$189 Average Donation per Charity  
3,629 Associated Hours Volunteered  
191 Average Hours Volunteered per Charity



63 Nonprofit Declarations  
\$2,164 Associated Donations  
\$35 Average Donation per Charity  
1,742 Associated Hours Volunteered  
36 Average Hours Volunteered per Charity



40 Nonprofit Declarations  
\$4,368 Associated Donations  
\$107 Average Donation per Charity  
3,068 Associated Hours Volunteered  
106 Average Hours Volunteered per Charity



137 Nonprofit Declarations  
\$16,297 Associated Donations  
\$123 Average Donation per Charity  
15,030 Associated Hours Volunteered  
124 Average Hours Volunteered per Charity



143 Nonprofit Declarations  
\$19,329 Associated Donations  
\$136 Average Donation per Charity  
13,197 Associated Hours Volunteered  
140 Average Hours Volunteered per Charity



76 Nonprofit Declarations  
\$7,787 Associated Donations  
\$102 Average Donation per Charity  
5,419 Associated Hours Volunteered  
108 Average Hours Volunteered per Charity

# PAYMENT PROCESSING

The following data is a comprehensive review of all companies processing payments with YourCause over a two (2) year period.



## ENGAGEMENT INSIGHTS

More and more charities recognize the advantages of Automated Clearing House (ACH) payment processing. YourCause has a dedicated team focused on helping charities learn the benefits of ACH. Clients with an interest in convincing specific charities to adopt ACH processing should work with their Account Managers to perform an ACH outreach. The YourCause/client outreach effort results in as much as a 12% increase in the number of organizations registering for ACH per client.



On average **300 charities** per month registered for ACH in 2017, growing the ACH list by 27%.



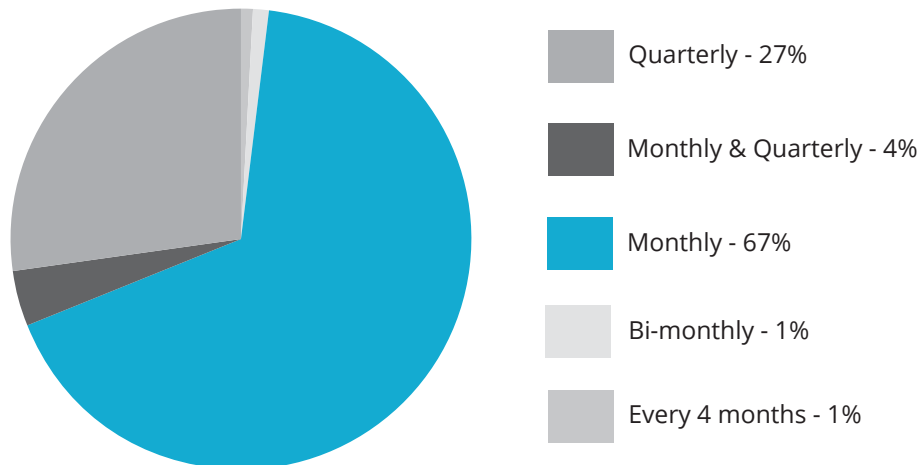
Just under 20% of all payments were made via ACH, **up 6.5%** from 2016.



Approximately **34%** of all dollars were processed through ACH, **up 8%** from 2016.

## PROCESSING FREQUENCY

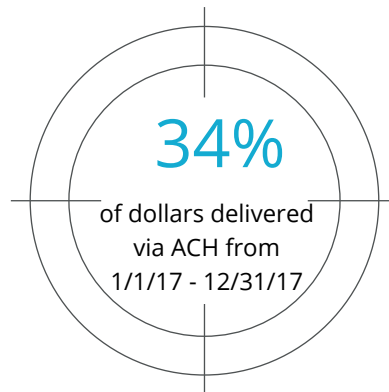
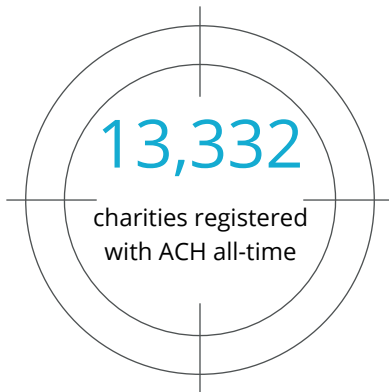
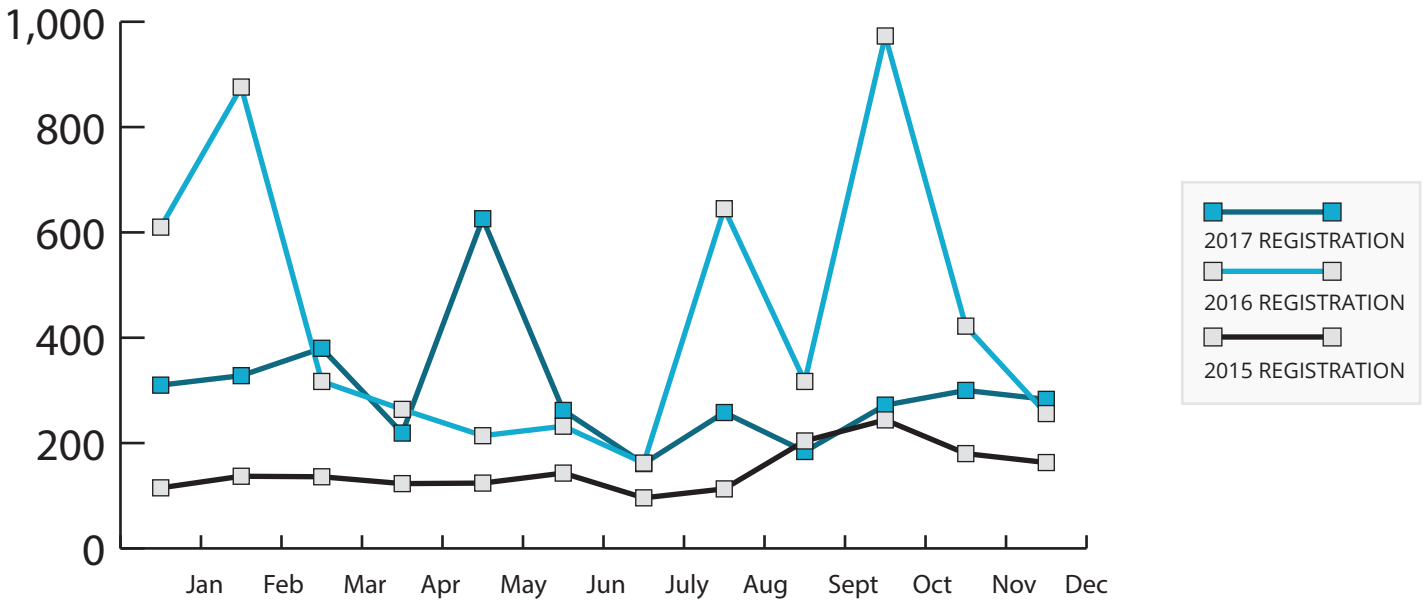
Companies' preferences regarding payment processing frequency remained essentially unchanged in 2017, with a slight shift away from quarterly processing to monthly payouts. See the breakout illustrated below.





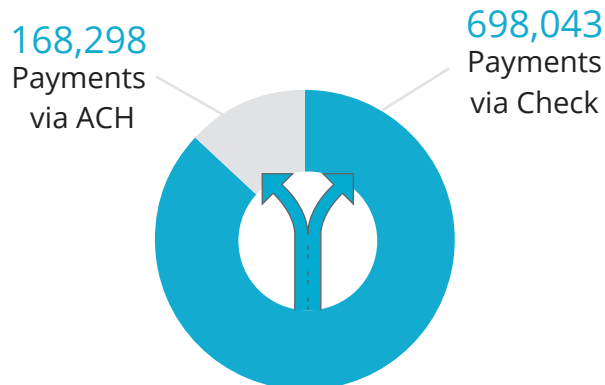
# ACH REGISTRATION

Nonprofit organizations continue to register for Automated Clearing House (ACH) payments. YourCause is one of the only social responsibility platforms that does not charge a check fee if a nonprofit is unable to receive donated funds electronically.



# ACH VS CHECK

On average, ACH payments are 2X larger than donations delivered via paper checks. Not only is the nonprofit receiving funds faster, but they may also receive a larger gift. It's a win-win for everyone - the employee, the company, and the nonprofit!



# NONPROFIT SHOWCASE



St. Jude Children's  
Research Hospital

\$12,053,845 in donations to  
provide 21,916 platelet  
transfusions for sick children.



of SANTA CLARA and  
SAN MATEO COUNTIES

\$5,971,024 in donations to  
provide 11,942,049 meals  
for local families, kids, and  
seniors in Santa Clara and  
San Mateo counties.



**MEDECINS SANS FRONTIERES**  
**DOCTORS WITHOUT BORDERS**

\$4,030,497 in donations to  
provide emergency medical  
supplies to aid 1,679,374  
disaster victims for a year.





7,553,206 in donations to train 1,132,980 members of the community on essential CPR skills using their innovative CPR anytime self-director personal CPR kit.



\$15,668,894 in donations to provide 15,669 villages vaccinations to protect residents from the threat of measles.



\$4,879,487 in donations to install 325 stair glides, enabling a person with MS to sleep in their own bedroom with their spouse.

# OVERALL METHODOLOGY

## Overview

To construct the sixth edition of the Industry Review, data was collected from companies with at least two (2) years of usage within the CSRconnect system. The data analysis only looked at data from January 1, 2017 to December 31, 2017, except where otherwise noted. The data is not a reflection of any one (1) specific organization, but rather a broad overview of all data collected from users over a period of twelve (12) months.

## Data

The complete data analysis only looked at data captured within the CSRconnect system and is currently stored within the active database. 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.

One might note there are some pretty drastic differences between previous industry reports and this edition – specifically as it relates to international employees and the donation distribution as it relates to region. Because the data being used is from active YourCause clients, the underlying client sample has changed pretty significantly between January 1, 2015 to December 31, 2017. Furthermore, the YourCause data collection efforts are far more robust than they have been in previous editions.

## Guiding Principles

**Transparency:** The topics covered within this Industry Review were influenced by questions most frequently asked of YourCause 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 is oftentimes able to make plain old data... exciting! The creation and purpose of this Industry Review is to bring 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 from the prior twelve (12) months. 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 January 1, 2017 to December 31, 2017 timeframe. 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 (0) value data' were excluded within the calculations, eliminating unintentional adverse impacts on averages.
- Individual users entering large volumes of hours for a single day's event may skew average volunteer hours.
- Average volunteer hours represent the average number of hours logged on an annual basis (calendar year).

## Domestic Regional 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

# GLOSSARY OF TERMS

<b>Automated Clearing House (ACH)</b>	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.
<b>Campaigns</b>	A systematic course of aggressive activities for a specific promotion surrounding a CSR program which encourages engagement.
<b>Cause Cards</b>	A program within CSRconnect, much like a typical gift or reward card, allowing companies to issue to qualified users the ability to make a donation on behalf of the company to a charity of their choosing.
<b>Charity Administrators</b>	An employee of a charity who undertakes a variety of administrative tasks within the YourCause NPO portal.
<b>Company Match</b>	A type of corporate giving program in which a company matches donations made by an employee to eligible nonprofit organizations.
<b>Confidence Level</b>	The percentage of all possible samples that can be expected to include the true population parameter.
<b>Contributions</b>	A donation to a common fund or collection.
<b>Correlation</b>	A relationship between two variables in which both variables perform the same action, or they are inverse of one another.
<b>Descriptive Statistics</b>	Summaries that calculate the "middle" or "average" of the data; these are called measures of central tendency.
<b>Disaster Programs</b>	A systematic course of aggressive activities surrounding a specific human or natural disaster to encourage employee engagement and assistance.
<b>Dollars-for-Doers</b>	A term used to describe an incentive program offered to volunteers ("Doers") that reward them with a donation ("Dollars") to the recipient volunteering organization for the employee's volunteering activities.
<b>Employee Engagement</b>	Broken out into two distinct categories: a) <u>donor engagement</u> , defined by those who made a donation through the company's program; and b) <u>volunteer engagement</u> , defined by those who have participated in a volunteer event.
<b>Full-time (employee)</b>	Employment in which a person works a minimum number of hours defined as such by his/her employer.
<b>Match Cap</b>	A limit in the amount of additional donation dollars a party is willing to contribute to an individual's donation.
<b>Median</b>	The value placed in the middle of a set of values.
<b>Metrics</b>	Quantitative measurements used to track performance.
<b>Mode</b>	The value that occurs most frequently within a set of numbers.

<b>NPO Portal</b>	A free portal for nonprofits to administer their charity pages and engage with YourCause corporate clients and their employee networks worldwide.
<b>Offline Giving</b>	A donation made by cash or check transacted outside of the system and logged within CSRconnect by the donor.
<b>Participant</b>	Users who have volunteered at least one (1) event through a team or individual event and/or have made a single donation. To calculate participation rates, the formula divides participating individuals by the total eligible individuals, per company.
<b>Payroll Giving</b>	A scheduled deduction directly from an individual's paycheck for distribution to a specified nonprofit organization.
<b>Range</b>	The value of the difference between the largest value and the smallest value in a set of numbers.
<b>Redemption (monthly/seasonal)</b>	An act of redeeming an incentive, usually earned through participation within a specific employee program, in the form of a donation to a qualified nonprofit organization.
<b>Retiree</b>	A person who has retired from full-time work.
<b>Transaction</b>	A unique donation performed within YourCause's Employee Engagement platform.
<b>Volunteer Days</b>	A day in which a person voluntarily offers himself or herself for a service or undertaking.
<b>Volunteer Grants</b>	An incentive program offered to an employee that allows them to earn a donation, made by the company on the individual's behalf, directly to the organization for which they volunteered.

## FINAL THOUGHTS

Please let us know if there is other information or data you would like to see in our Industry Report. We want to continue to evolve this publication to provide the most actionable CSR data and insights possible. The growth and success of YourCause is due in large part to the direct input, feedback, and passion of our client community. Please reach out to us with your opinions, suggestions, and questions. We always want to do everything we do better. With your help and support, we can.

Onward and upward,



Matt Combs

## **ABOUT YOURCAUSE**

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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 catering to each client's CSR program with giving, volunteering, sustainability, grants, nonprofit 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.

To learn more about us, visit [YourCause.com](https://YourCause.com)