

Better Together.

2019 | ISSUE 7

INDUSTRY REVIEW

Employee Engagement & Corporate Social Responsibility



GETTING STARTED

THE MISSION

Each year, we seek to share key industry insights into employee engagement and corporate social responsibility through our **Industry Review**. We derive these observations from data collected within YourCause's CSRconnect platform. The 2019 Review is based on data collected between January and December 2018. Our team looks for significant trends, new CSR initiatives, and innovative ideas evident in the ever-expanding client data we capture in our platform. We disaggregate and anonymize the information and share it with clients and prospects in the CSR space to ensure they have the most up-to-date view of developments in corporate social responsibility.

With our seventh edition, we continue to provide information to our peers, clients, and prospective clients in the CSR community with the intent of expanding engagement and maximizing the effects of our combined philanthropic efforts. We hope you find both the data and accompanying insights useful!

ADDITIONAL RESOURCES

YourCause and Blackbaud are committed to creating a range of resources to assist CSR professionals with information and fresh ideas. Sign up for our newsletter and download resource documents on the Insights & Resources page at our website, www.YourCause.com.



Whitepaper | CSR Program Toolkit

Our team created a CSR Toolkit to help members of the Global Good Network more easily create or expand their CSR programs. The kit includes a variety of Corporate Social Responsibility topics, each followed by a worksheet to help you track and implement strategies and ensure program success.



Case Study | Serving Decentralized Employees

Tailoring a CSR program to serve employees spread across the nation or around the globe can be challenging, due to wide variations in job type, engagement strategies, and/or campaign preferences. Our client, Q2, optimized the concept of segmenting within their CSR platform to help customize the experience for employees regardless of these differences.



Case Study | Implementing While Incentivizing New Programs

Our client, Vizient, encouraged employees to engage with the YourCause platform by incentivizing with Cause Cards and creating an immediate buzz during implementation. Learn how you can help ensure that your new CSR initiatives benefit from similar incentives.



Checklist | Starting an ERG

Our ERG workbook walks you through the steps to creating an Employee Resource Group. We'll help you understand how to get your group approved, find the right leadership, set the group's founding principles and goals, plan meetings, and spread the word out about your new group.

ACCESS THESE RESOURCES AND MORE AT YOURCAUSE.COM

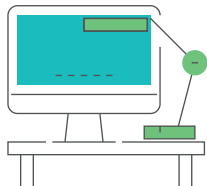
THE CSR BUSINESS CASE

In 2011, only 20% of Fortune 500 companies had CSR programs. By 2015, more than 80% did, and the percentage is still rising. Why? Simply put, corporate social responsibility is good business. Readers of the *Industry Review* generally need no convincing of the virtues — both business and social — of CSR efforts. But how does one advocate for the creation or expansion of a company's CSR commitment when challenged to supply cold, hard facts?



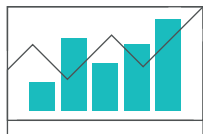
Point #1: Customers demand it.

Consumer consciousness of companies' social and environmental impact has been on the rise for years, and it influences consumer thinking. According to a recent B2C consumer study, more than half of all customers and potential customers are willing to pay more for a product from a socially responsible company. 4 out of 5 actively shop for products that are socially and environmentally responsible. And almost 9 out of 10 claim they would switch brands from a company to one with a good social reputation, given similar price and quality. This last number is significant — 25 years ago, only 2 out of 3 would do so. And B2B customers, aware of the necessity to maintain and even enhance their own firms' public profiles, prefer to do business, on balance, with similarly minded business partners and suppliers.



Point #2: Employees expect it.

A potential employer's profile in terms of sustainable practices and overall social responsibility has become extremely important to prospective employees. 76% of prospective employees state that they consider a company's social and environmental commitments when deciding where to seek work. 64% say they would rather not work for a company that doesn't have a strong CSR presence. 3 out of 4 claim they would take a cut in pay to go to work for a socially responsible company. More than 4 in 5 state they would be more likely to remain with a company that offers ways for employees themselves to contribute directly to social and environmental causes. Additionally, CSR positively affects current employees as well. Workers at socially responsible companies are more engaged, more productive, and remain with their employers longer than employees at companies with lower CSR profiles.



Point #3: It positively influences the bottom line.

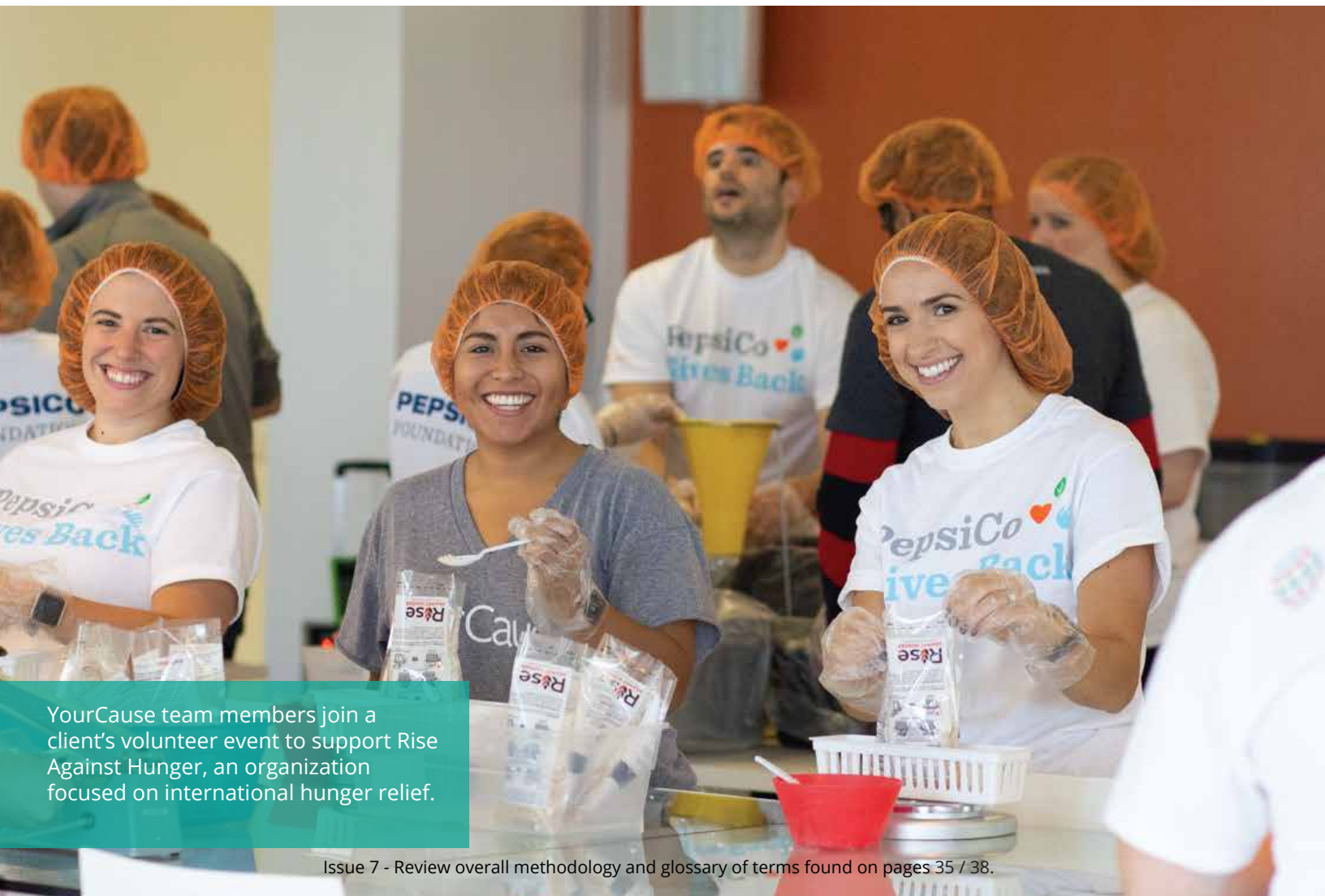
This is perhaps the most compelling evidence that CSR is good business. A better company reputation leads to better business performance with increased sales, more working capital to develop better products, and increased employee productivity. And the proof would seem to be in the pudding: from 2014 through 2016, companies that raised their total giving by 10% or more realized increases in revenue and pre-tax profits, versus all other companies, which saw revenue and profits decrease.

THE RETURN ON INVESTMENT



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YourCause team members join a client's volunteer event to support Rise Against Hunger, an organization focused on international hunger relief.

WHAT TO KNOW

It is our hope that the 2019 CSR *Industry Review* provides you with a wealth of CSR and employee engagement insights to help navigate the ever-changing world of corporate philanthropy. Below is your quick cheat sheet to understanding our methodology and the terminology used throughout this report.

Industry Review data reflects a calendar year of employee activity spanning January 1 through December 31, 2018, from 108 of the nearly 350 companies using the CSRconnect platform. For a full explanation of our analytical approach, including a list of Standard Industrial Classifications (SIC), skip ahead to page 36.

ISSUE 7 DATA POINTS

Participating Clients:
108

Employees:
3,764,968

Standards:
Standard Industrial
Classifications

Program Access:
January 2018 through
December 2018

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 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.

INTRODUCTION

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

For more than five years now, our team has sought to get our data (and related insights) in front of as many people as were willing to listen (or read, or watch, etc.), as we hypothesized that if our industry simply had better information, the result would be better decision making. Furthermore, we thought if we could drive better decision making, then the result would be more people doing more 'good' and driving more impact. It all seemed like a very simple formula — one that was very easy for me to sign off on. We carved out some time, invested a few dollars, and took that first step in publishing our *Industry Review* for the Global Good Network.

Today, now more than five years after we published our first edition, and as I reflect on how far we've come with this product, there are very few things at YourCause that I am prouder of than our team's bravery, commitment, and dedication towards publishing our *Industry Review*. Without the team's efforts, our industry would not have this amazing tool that is proving invaluable by so many of today's top CSR and employee engagement programs. And as we continue to grow, adding new functionality and clients, our capabilities are expanding and are reflected in the number of insights and data points we're publishing within each *Industry Review*.

This growth could not come at a better time. Since we first started producing our *Industry Review*, the market (and the demands of the market) have changed dramatically. As more data is collected, tools for making sense of such data have become more widely available, and the programs we operate become increasingly reliant on fully understanding the data that flows through tools like CSRconnect, GrantsConnect, and NPOconnect. Decisions that are being made by our clients are directly correlated with the information we're collecting and publishing. And the growth path is just getting started!

Now becoming part of Blackbaud, our expectations for how we can continue to grow our *Industry Review* are quite high. With Blackbaud's market leading network of nonprofits, our combined teams are looking to innovate in ways that span across our entire ecosystem of enterprises, nonprofits, and employees. But our clients remain our single most influential and valuable source of data and input. So please never stop submitting your new ideas, requests, and suggestions for how we can improve our *Industry Review*. Without your feedback, we simply would not be able to continue to deliver such value.

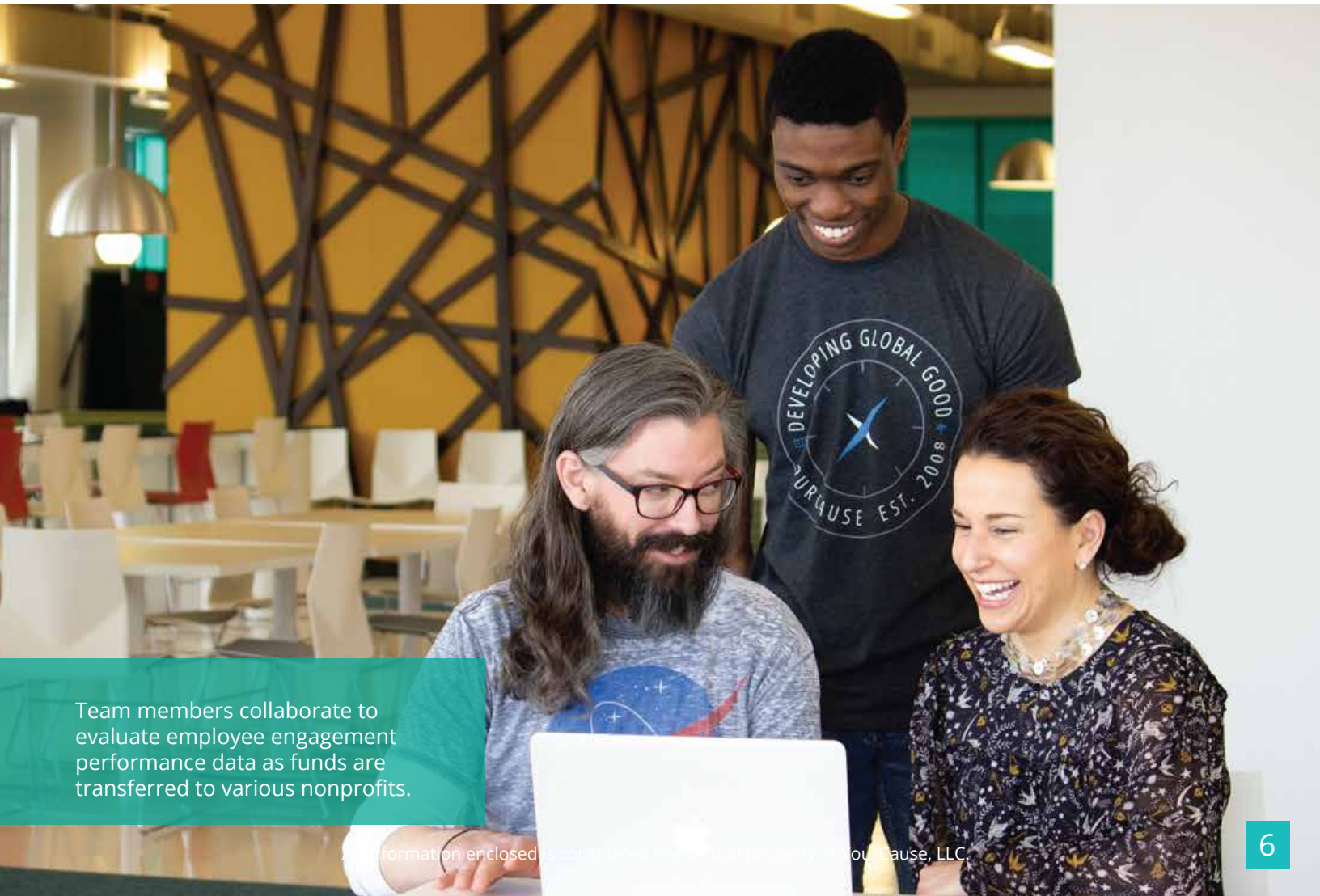
For now, our entire team hopes you enjoy this edition of our *Industry Review*.



Matthew W. Combs
Vice President
YourCause, a Blackbaud Company

KEY FINDINGS

1. In very large companies (100,000+ employees), average **volunteer hours per employee grew** by nearly 43%, from 14 to 20 total hours of donated time. In prior years, employee volunteers at very large companies lagged behind employees of medium and small companies by an average of nearly 30% in terms of donated hours.
2. In 2018, **new hire redemption rates in Cause Card incentive programs jumped** ahead of rates for tenured employees by 10 points and showed a 30-point gain!
3. While the number of employee transactions via credit card in 2018 decreased, the average size of a **credit card gift per donor rose by 17%**, from \$217 to \$253.
4. Clients that **offer peer-to-peer fundraising have a higher than average overall engagement rate** within their corporate social responsibility program.
5. **U.S. domestic employees engaged in volunteer activities at a 20% higher rate** than international employees. In addition, domestic employees gave more than double the average annual dollar amount and made more than twice as many donations as their international peers.
6. In domestic geographical terms, **offline giving increased significantly** in the East, West, and South, while volunteering jumped in the North and Midwest.



Team members collaborate to evaluate employee engagement performance data as funds are transferred to various nonprofits.

GLOBAL EMPLOYEE ENGAGEMENT



ENGAGEMENT INSIGHTS

This section evaluates employee engagement within CSR initiatives by examining several categories of participants. See a few of our observations below, with potential impact on program forecasting, based on data from 2018:

Employees engage at a higher rate with programs offering both giving and volunteering.

Tenured full-time employees engage over 70% more often with CSR programs that offer opportunities for both giving and volunteering than with programs that only offer one or the other.

Can less mean more?

Both full-time employees and retirees gave a little less often in 2018 than in 2017, but the total average annual employee donation amount by both groups, in fact, went up.

A less destructive 2018 in terms of natural disasters may have influenced giving frequency.

Despite wildfires in the western U.S. and volcanic eruptions in Central America, 2018 saw fewer ad hoc disaster campaigns and, perhaps not surprisingly, a downtick in giving transactions per employee/retiree. We've noted in the past that big disaster years see donors dip into their pockets more frequently.

Continue to note retired employees' programmatic impact.

In 2018, retirees gave almost 4.5 times more dollars on average per year per donor than full-time employees. Retirees logged nearly 8 times as many volunteer hours per person on average than full-time employees. Your program could benefit from including retired employees.

ENGAGEMENT BY EMPLOYEE TYPE

The data reviews 2018 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	Contracted Employees
Employee Engagement	20%	5%	1%
Employee Engagement by Program Type	14% / 12% <small>(giving / volunteering)</small>	5% / 1% <small>(giving / volunteering)</small>	0.32% / 1.13% <small>(giving / volunteering)</small>
Average Annual Employee Donation per Donor	\$724 <small>n = 3,004,407</small>	\$3,263 <small>n = 176,991</small>	\$6,027 <small>n = 72,196</small>
Average Annual Company Match per Participant	\$690	\$1,988	\$8,094
Average Transactions per Donor	9	10	4
Average Hours per Volunteer	17 <small>n = 3,449,577</small>	133 <small>n = 176,991</small>	7 <small>n = 72,209</small>

NEW VS. TENURED PARTICIPATION

The data reviews 2018 global employee engagement for new and tenured employees who participated with companies offering only giving, only volunteering, or a combination of giving and volunteering programs.

	Newly Hired Employees (employees at the company for less than 6 months) n = 557,226	Tenured Employees (employees at a company for more than 6 months) n = 3,209,396
Average Annual Employee Donation per Donor	\$556	\$2,542
Average Annual Company Match per Participant	\$350	\$779
Average Transactions per Donor	4	9
Average Hours per Volunteer	7	20

ONE-TIME PARTICIPANTS

The data reviews 2018 global employee engagement for employees who participated one time with companies offering only giving, only volunteering, or a combination of giving and volunteering programs.

	Newly Hired Employees (employees at the company for less than 6 months)	Tenured Employees (employees at a company for more than 6 months)
Giving Employee Engagement	1%	3%
Giving and Volunteering Employee Engagement	3%	9%
Volunteering Employee Engagement	2%	7%





RETURNING PARTICIPANTS

















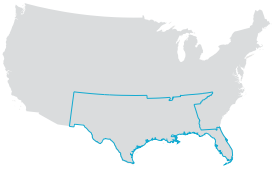

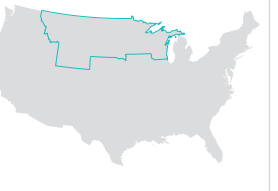
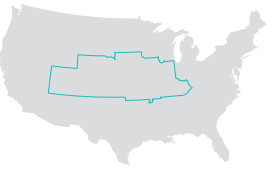
The data reviews 2018 global employee engagement for employees who participated more than once with companies offering only giving, only volunteering, or a combination of giving and volunteering programs.

	Newly Hired Employees (employees at the company for less than 6 months)	Tenured Employees (employees at a company for more than 6 months)
Giving Employee Engagement	1%	11%
Giving and Volunteering Employee Engagement	2%	15%
Volunteering Employee Engagement	1%	6%

DOMESTIC GIVING BY REGION

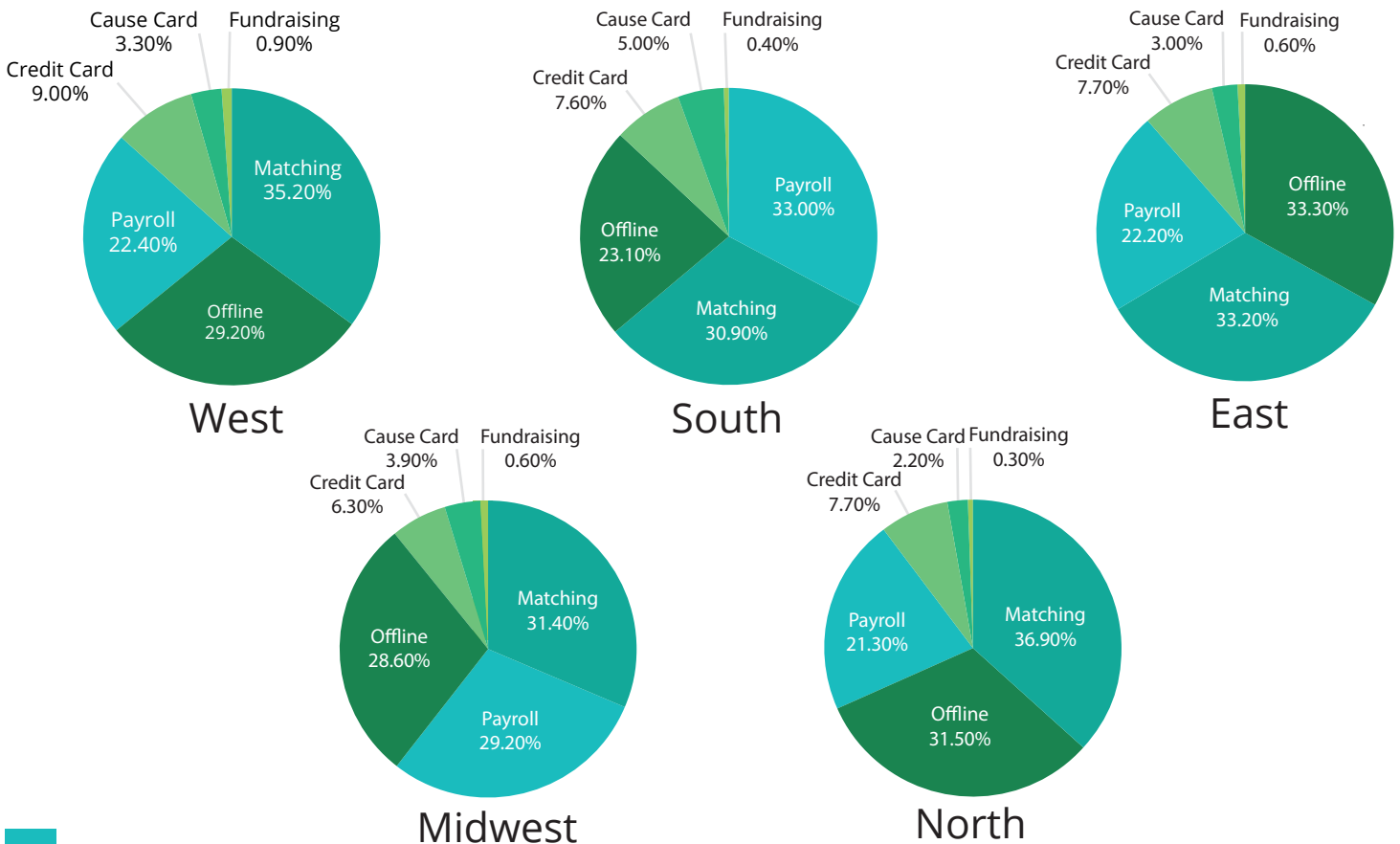
This data breaks down giving and volunteering based on an employee's work region. We analyzed the average engagement rate for giving and volunteering, average donations, and average volunteer hours within a work region.

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

West N = 593,394	South N = 737,002	East N = 845,260	North N = 178,438	Midwest N = 360,839
<ul style="list-style-type: none">  18% / 12% (giving / volunteering)  850  23 HRS 	<ul style="list-style-type: none">  18% / 11% (giving / volunteering)  601  20 HRS 	<ul style="list-style-type: none">  16% / 12% (giving / volunteering)  944  17 HRS 	<ul style="list-style-type: none">  20% / 16% (giving / volunteering)  963  22 HRS 	<ul style="list-style-type: none">  19% / 12% (giving / volunteering)  656  21 HRS
				
Western region: Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah, and Washington.	Southern region: Alabama, Arkansas, Florida, Louisiana, Mississippi, New Mexico, Oklahoma, Tennessee, and Texas.	Eastern region: 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.	Northern region: Michigan, Minnesota, Montana, North Dakota, South Dakota, Wisconsin, and Wyoming.	Midwest region: 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.



LOCATIONAL INFLUENCE



LOCATION INSIGHTS

\$200+

Employees who live in the same state as the company's headquarters give almost \$200 more per year on average than employees who work outside of their headquarter's state.



2X

Employees who work in the same state as their headquarter's are almost 2X more likely to participate in volunteering than employees who work outside of the headquarter's state.

2.5X

Employees who work in the same state as their headquarter's are almost 2.5X more likely to participate in their company's giving program than employees who work outside of the headquarter's state.

ENGAGEMENT BY EMPLOYEE LOCATION

The data reviews 2018 global employee engagement for giving and volunteering by employee location.

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

	Headquarters	Outside Headquarters
Employee Engagement in Giving	28%	12%
Employee Engagement in Volunteering	18%	10%
Average Annual Employee Donation per Donor	\$912 <small>n = 341,057</small>	\$716 <small>n = 2,911,446</small>
Average Annual Company Match per Participant	\$842	\$678
Average Transactions per Donor	11	8
Average Hours per Volunteer	19 <small>n = 565,385</small>	17 <small>n = 3,132,249</small>

ENTERPRISE ENGAGEMENT TRENDS



ENTERPRISE INSIGHTS

Company size has always affected both levels of employee engagement and CSR program impact. Logic might suggest that companies with greater resources would have greater employee engagement rates, but factors such as longstanding program culture or intimate community involvement can be even more impactful. Our data reflects employee engagement rates segmented by company size in terms of employee population.

Employees from smaller companies show record engagement.

Another year, another successful engagement result for companies with fewer than 5000 employees. Centralization, common culture, more locally focused programs, and ease of communication may help to explain this continuing trend. Companies with fewer than 5,000 employees reflect engagement rates nearly double those of much larger companies.

Employees from large companies significantly increased average annual donation size.

Companies with more than 100,000 employees saw the size of the average annual employee donation increase by nearly 25%, while their engagement rates remained level. It only follows that increasing engagement rates at the largest companies can have a huge charitable impact.

Volunteering: the more things change, the more they remain the same.

The largest companies showed a significant increase (43%) in the average number of hours volunteered by each employee. Again, increased volunteer engagement rates for these companies promise an enormous potential community benefit. But companies with 1,000 to 5,000 employees still reflect significantly higher volunteer engagement rates – more than double the rate of all larger companies.

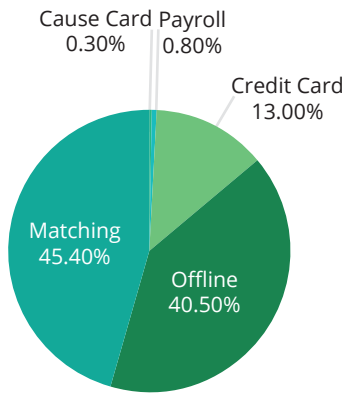
ENGAGEMENT BY ENTERPRISE SIZE

We analyzed giving and volunteering data from one hundred eight (108) companies. Company size was determined by Human Resource (HR) reports on the number of employee records.

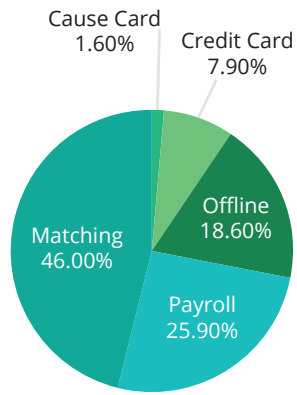
Data grouped by workforce size n = number of companies	0 - 1,000 n = 9	1,000 - 5,000 n = 19	5,001 - 10,000 n = 16	10,001 - 50,000 n = 48	50,001 - 100,000 n = 6	100,001 + n = 10
Employee Engagement	16%	34%	19%	20%	21%	18%
Employee Engagement by Program Type	11% / 12% <small>(giving / volunteering)</small>	21% / 23% <small>(giving / volunteering)</small>	10% / 16% <small>(giving / volunteering)</small>	15% / 12% <small>(giving / volunteering)</small>	14% / 10% <small>(giving / volunteering)</small>	13% / 11% <small>(giving / volunteering)</small>
Average Annual Employee Donation per Donor	\$626	\$634	\$652	\$749	\$1,537	\$669
Average Annual Company Match per Participant	\$530	\$565	\$588	\$763	\$960	\$675
Average Hours per Volunteer	11	15	20	15	14	20

DONATION DISTRIBUTION BY ENTERPRISE SIZE

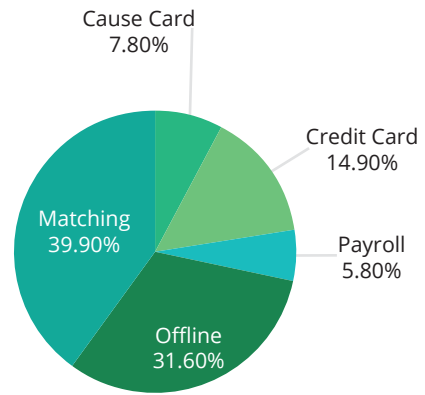
Employees can make a donation using the following methods: credit card, payroll, matching, offline tracking, Cause Card, or fundraising page. Each donation method is broken out by dollars distributed per donation method, and by enterprise size. Note: matching percentages consist of offline, payroll, credit card, and volunteer matching.



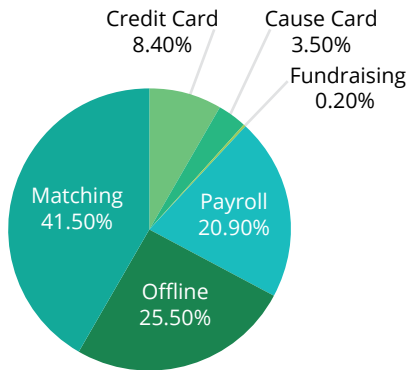
0 - 1,000
enterprise size



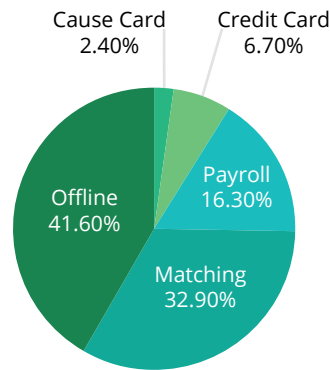
1,001 - 5,000
enterprise size



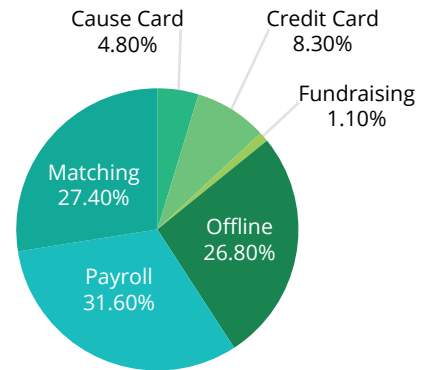
5,001 - 10,000
enterprise size



10,001 - 50,000
enterprise size



50,001 - 100,000
enterprise size



100,001 +
enterprise size

YourCause team members pack meals at a local nonprofit to send to those in need in Cambodia.



DONATION METHOD TRENDS



DONATION INSIGHTS

The impact of Cause Cards as a giving method shouldn't be underestimated. Although employee engagement with Cause Cards as a giving method platform-wide in 2018 remained level, as did the percentage of companies offering Cause Cards and the average number of transactions per donor, the average dollar amount per cause card donation increased by 17%. This suggests that some companies may be designating Cause Cards at higher dollar values than in the past. Companies should consider expanding their use of Cause Cards at higher values to continue this trend.

Also note that the average offline annual donation amount per donor increased by 7%, to \$1661. Clients should make certain that they are taking advantage of the offline option in the CSRconnect platform to capture this uptick in giving dollars.

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.

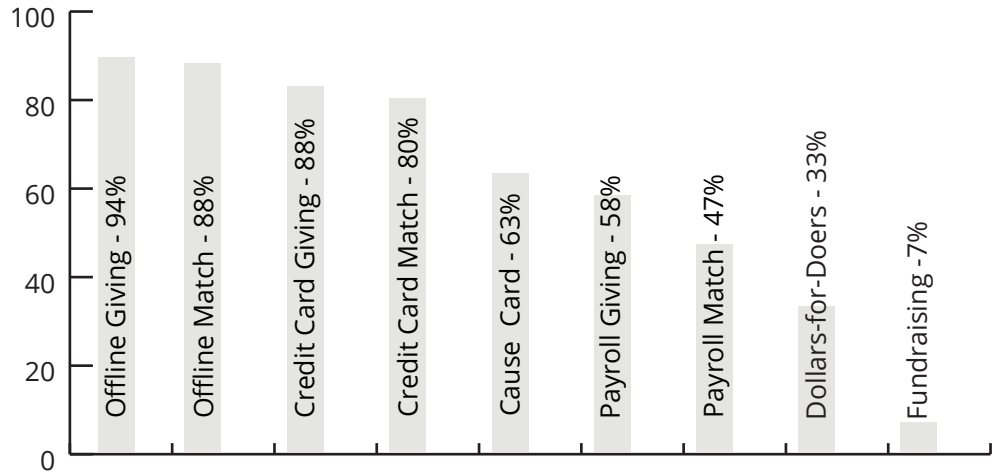
Data includes all industries
[domestic and international]
n = eligible employee sample size

	Employee Engagement	Average Number of Transactions per Donor	Average Gift per Donor
Cause Card Giving n = 2,663,238	3%	2	\$253
Credit Card Giving n = 3,112,137	2%	2	\$579
Credit Card Match n = 2,778,450	2%	2	\$616
Fundraising n = 708,241	0.20%	2	\$1,848
Offline Giving n = 2,960,486	3%	3	\$1,661
Offline Match n = 2,834,592	2%	3	\$1,248
Payroll Giving n = 2,828,088	10%	9	\$436
Payroll Match n = 2,239,506	4%	8	\$510
Dollars-for-Doers n = 882,909	1%	2	\$734

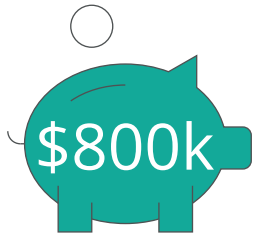
GIVING METHOD TRENDS

WHAT GIVING METHODS ARE OFFERED

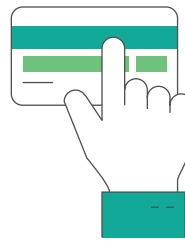
Employees know what they want and how they want it. Companies are giving them just that by providing their employees with a variety of ways to give within the company's employee engagement program, thus eliminating barriers and building philanthropic bridges.



CREDIT CARD INSIGHTS



In 2018, **over \$800,000** of additional funds were delivered to the nonprofit community due to companies electing to cover credit card fees that could be applied to an employee's donation.



Employees **donated 1.7X** more annually via their credit card when their company covered credit card fees.

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.

61% of Cause Cards issued through a **PAC Match program** in 2018 were redeemed in 2018.

60% of Cause Cards issued through a **General Recognition program** in 2018 were redeemed in 2018.

73% of Cause Cards issued through a **Dollars-for-Doers program** in 2018 were redeemed in 2018.

USING INCENTIVES FOR NEW VS. TENURED EMPLOYEES

The data reviews 2018 global employee engagement for new and tenured employees whose company offers incentives to participate in the company's programs.

	Newly Hired Employees (employees at the company for less than 6 months)	Tenured Employees (employees at a company for more than 6 months)
Employee Redemption Rate	67%	64%
Domestic Employee Redemption Rate	74%	67%
International Employee Redemption Rate	25%	48%

PROGRAM TRENDS



PROGRAM INSIGHTS

The types of CSR programs companies offer to their employees can make a significant difference in levels of engagement, donation amounts, and volunteer hours. Programs designed to incentivize employees and make it easier for them to make donations, monitor their donation status, and find new, more convenient, or better-aligned opportunities for volunteering generally see better results.

Year-round giving continues to make up a significant piece of the pie.

Although giving campaigns still slightly outstrip year-round giving programs in terms of employee engagement — probably due to the intensified communications efforts accompanying campaign programs — year-round giving programs still account for 45% of overall giving engagement and result in more average annual dollars donated per employee. And as we suggested last year, since year-round giving programs allow employees to participate via the platform any time at their own convenience, such programs will continue to have a major impact on overall giving and engagement numbers.

New hires embraced incentive programs in 2018.

Last year, new hire redemption rates for Cause Card incentives were strong, but they lagged behind redemption rates for tenured employees by 15 percent, possibly due to a lack of understanding by new hires regarding how the Cause Card system worked. In 2018, CSR professionals and programs must have addressed this issue, because new hire redemption rates in Cause Card incentive programs leapt ahead of rates for tenured employees by 10 points and showed a 30-point gain!

Employees from companies covering credit card fees saw \$800K more go to NPOs.

As in years past, companies covering the fees for their employees' credit card donations saw both higher employee engagement rates and larger donation amounts than companies electing not to cover the fees. No surprise there. But such coverage by those companies in 2018 resulted in more than \$830,000 in additional funds contributed directly to nonprofit recipients through the YourCause platform.

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 = 9 s = 66,191	Volunteering Programs Only n = 11 s = 511,374	Combined Giving & Volunteer Programs n = 88 s = 3,187,403
Employee Engagement	8%	8%	21%
Average Annual Employee Donation per Donor	\$777	⊘	\$775
Average Annual Company Match per Participant	\$961	⊘	\$733
Average Transactions per Donor	9	⊘	9
Average Hours per Volunteer	⊘	9	19

CAMPAIGN VS YEAR-ROUND PROGRAMS

The table below 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 = 29
 s = 1,640,955

Year-Round Programs
 n = 68
 s = 1,612,639

Employee Engagement	15%	12%
Average Annual Employee Donation per Donor	\$721	\$853
Average Transactions per Donor	10	8

INCLUDING FRIENDS & FAMILY

The data below breaks down friends and family engagement within peer-to-peer fundraiser functionality that was offered by all companies leveraging CSRconnect in 2018.

86%

86% of clients that offer peer-to-peer fundraising have a higher than average overall engagement rate within their corporate social responsibility program.

\$152

Peer-to-peer fundraisers in 2018 saw an average donation of \$152 from donors classified as a friend or family member.



43%

43% of friends and family donors in 2018 gave multiple times within the peer-to-peer fundraising campaign.

\$317,716

In 2018, friends and families contributed \$317,716 to peer-to-peer fundraising campaigns.

TRENDS BY INDUSTRY

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



In 2018, the Consumer Discretionary, Consumer Staples, Energy, Healthcare, and Industrials segments all saw significant increases in the average number of annual hours volunteered by their employees, ranging from a 10% increase (Energy) to an amazing 213% increase (Industrials). That's right — employees in the Industrials segment more than tripled their annual volunteer hours. In addition, employees in the Financials segment saw their average annual company match donation jump by nearly 18%, from \$960 to \$1128.

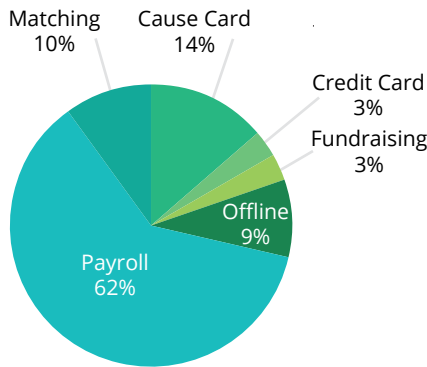
ENGAGEMENT BY INDUSTRY

Data includes domestic and international employees
n = number of companies

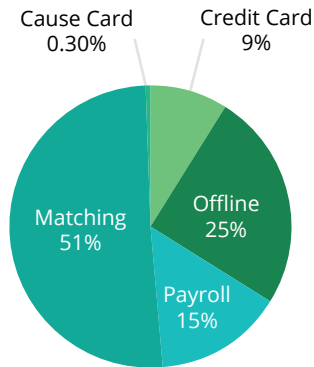
	Employee Sample Size	Employee Engagement	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Hours per Volunteer
Consumer Discretionary n = 32	793,189	15% / 9% <small>(giving / volunteering)</small>	\$342	\$264	28
Consumer Staples n = 9	402,498	3% / 2% <small>(giving / volunteering)</small>	\$795	\$860	28
Energy n = 7	164,021	10% / 10% <small>(giving / volunteering)</small>	\$1,837	\$1,685	34
Financials n = 41	646,441	19% / 28% <small>(giving / volunteering)</small>	\$1,146	\$1,128	19
Healthcare n = 27	1,069,015	8% / 6% <small>(giving / volunteering)</small>	\$566	\$725	17
Industrials n = 29	1,486,263	10% / 4% <small>(giving / volunteering)</small>	\$825	\$650	25
Information Technology n = 33	556,294	12% / 18% <small>(giving / volunteering)</small>	\$893	\$759	14
Materials n = 8	92,891	10% / 18% <small>(giving / volunteering)</small>	\$418	\$564	38
Utilities n = 8	124,128	21% / 9% <small>(giving / volunteering)</small>	\$596	\$601	39

DONATION DISTRIBUTION BY INDUSTRY

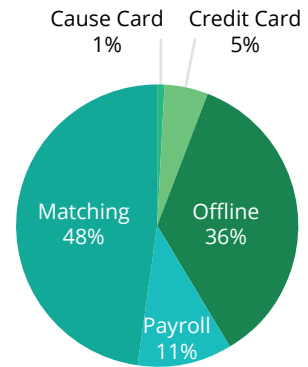
The following charts display the distribution of donations broken out by segment as defined by the Standard Industrial Classification (SIC) parameters. Each donation method is broken out by dollars distributed per donation method per industry. Note: matching percentages consist of offline, payroll, credit card, and volunteer matching.



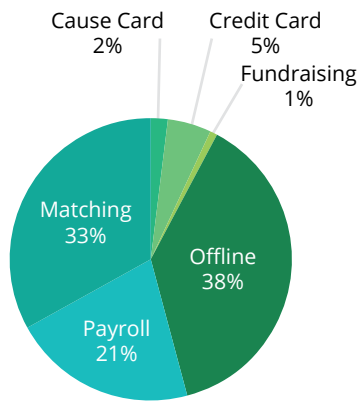
Consumer Discretionary



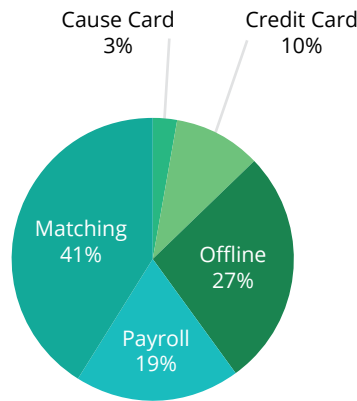
Consumer Staples



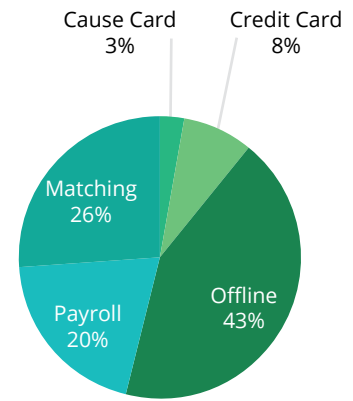
Energy



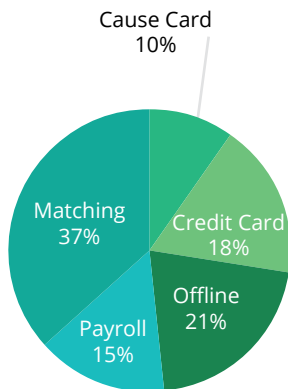
Financials



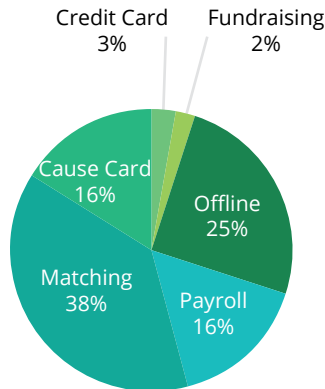
Healthcare



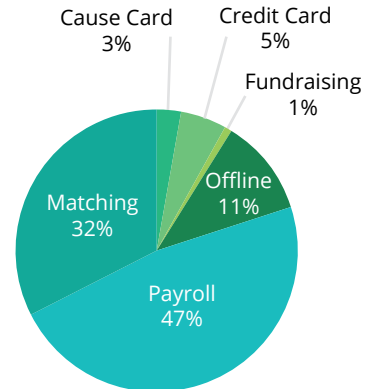
Industrials



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

Where employees live and work makes a difference in both how — and how frequently — they engage in their company's CSR programs, domestically as well as internationally. In prior years, we have advocated the need for local program champions, employees on the ground in each locale who can assist program architects in optimizing philanthropic initiatives to best take advantage of employee strengths and interests, as well as to help navigate local specifics. In 2018, YourCause has gone a step further by partnering with Charities Trust in the UK and GiveIndia to augment international CSR efforts for our clients.

Volunteer engagement tendencies flipped between domestic and international employees.

In 2017, international employees were more likely to engage in volunteer programs than their U.S. domestic counterparts. In the past year, however, this difference reversed: U.S. domestic employees engaged at a 20% higher rate than international employees. In addition, domestic employees gave more than double the average annual dollar amount and made more than twice as many donations as their international peers.

Although domestic transactions were down, average annual donation amounts went up.

Domestic employees' giving transactions dropped by about 25%, possibly due in part to a less fraught year for natural disasters. However, the average annual total donations among domestic employees increased from \$765 in 2017 to \$804 in 2018 — just over 5%.

GEOGRAPHIC ENGAGEMENT

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

	Domestic	International
Employee Engagement	22%	11%
Employee Engagement Giving Only	17% (giving)	3% (giving)
Employee Engagement Volunteering Only	12% (volunteering)	10% (volunteering)
Average Annual Employee Donation per Donor	\$804 n = 2,428,458	\$401 n = 825,136
Average Annual Company Match per Participant	\$806	\$333
Average Transactions per Donor	9	4
Average Hours per Volunteer	20 n = 2,818,151	10 n = 880,626

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
Algeria		0.29%				4
American Samoa						
Angola	1.28%	0.33%	47 ●	\$3,800 ●	\$3,618 ●	20 ●
Antigua						
Argentina	0.37%	4.92%	20 ●	\$4,146 ●	\$998 ●	8
Aruba						
Australia	2.97% ●	13.62% ●	3	\$388	\$355 ●	9
Austria	0.52%	2.31%	2	\$465 ●	\$321	9
Azerbaijan	3.85% ●		88 ●	\$480 ●	\$480 ●	
Bahamas	2.94% ●	41.18% ●	2	\$229	\$229	5
Bahrain		21.05% ●				34 ●
Bangladesh	1.79%	55.36% ●	39 ●	\$2,982 ●	\$1,867 ●	7
Barbados		16.67% ●				5
Belarus	4.76% ●	13.61% ●	1		\$200	24 ●
Belgium	0.63%	4.69%	3	\$685 ●	\$445 ●	23 ●
Bermuda	0.75%	20.15% ●	2	\$500 ●	\$1,000 ●	8
Bolivia						
Bosnia & Herzegovina	0.31%		2	\$25	\$50	
Brazil	0.93%	11.36% ●	2	\$1,074 ●	\$323	10 ●
British Virgin Islands						
Bulgaria	0.24%	27.90% ●	3		\$425 ●	7
Burkina Faso						
Cambodia						
Cameroon						
Canada	6.34% ●	7.01%	8 ●	\$408 ●	\$415 ●	11 ●
Cayman Islands		26.32% ●				52 ●
Chile	0.09%	3.03%	1	\$20	\$104	10 ●
China	0.88%	15.71% ●	3	\$1,445 ●	\$284	7
Colombia	0.54%	3.67%	4 ●	\$169	\$196	9
Congo						
Republic of the Congo	10.00% ●		88 ●	\$3,474 ●	\$3,474 ●	
Costa Rica	0.24%	9.18%	2	\$68	\$238	8
Croatia		12.12% ●				8
Cyprus	1.04%	27.98% ●	1		\$200	7
Czech Republic	0.18%	3.67%	1	\$33	\$143	10 ●
Denmark	1.15%	7.12%	1	\$87	\$119	12 ●
Dominica						
Dominican Republic	0.02%	0.97%	1		\$500 ●	7
Ecuador	0.09%	1.56%	2		\$400 ●	16 ●
Egypt	0.02%	0.45%	2	\$20	\$160	6
El Salvador		0.54%				95 ●
Estonia	1.46%	19.74% ●	2	\$20	\$140	33 ●
Ethiopia						
Fiji						
Finland	0.42%	19.51% ●	3	\$232	\$145	6
France	1.70%	7.27%	2	\$219	\$269	9
Georgia						
Germany	2.60%	7.54%	3	\$300	\$356 ●	18 ●
Ghana	5.00% ●	5.00%	46 ●	\$2,200 ●	\$1,700 ●	30 ●
Gibraltar						
Int'l Average	2.65%	10.45%	4	\$401	\$333	10

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
Greece		2.10%	1		\$512 ●	4
Grenada						
Guam						
Guatemala		0.80%				10 ●
Guernsey		2.80%				58 ●
Honduras		0.12%				
Hong Kong	1.48%	15.96% ●	3	\$567 ●	\$426 ●	8
Hungary	2.23%	7.23%	2	\$142	\$317	32 ●
Iceland	2.13%		1	\$25		
India	5.77% ●	18.71% ●	2	\$183	\$228	9
Indonesia	1.41%	4.48%	28 ●	\$2,048 ●	\$1,861 ●	6
Iran						
Iraq						
Ireland	5.88% ●	16.83% ●	2	\$342	\$312	18 ●
Isle of Man						
Israel	11.49% ●	9.28%	2	\$359	\$345 ●	9
Italy	0.82%	4.45%	2	\$407 ●	\$292	13 ●
Ivory Coast						
Jamaica		6.35%				7
Japan	1.43%	7.99%	2	\$188	\$132	5
Jersey		20.83% ●				42 ●
Jordan		8.07%				13 ●
Kazakhstan	12.72% ●	3.74%	40 ●	\$2,940 ●	\$2,758 ●	50 ●
Kenya	0.63%	5.31%	2	\$515 ●	\$333 ●	7
Kosovo						
Kuwait	0.71%	4.29%	10 ●	\$3,440 ●	\$3,440 ●	49 ●
Kyrgyzstan						
Latvia						
Lebanon	0.28%	3.43%	2	\$10	\$30	25 ●
Lithuania		19.29% ●				17 ●
Luxembourg	3.60% ●	10.40% ●	3	\$775 ●	\$147	8
Macau						
Macedonia						
Madagascar						
Malawi						
Malaysia	9.42% ●	47.34% ●	2	\$33	\$181	11 ●
Malta						
Mauritius						
Mexico	0.47%	1.77%	1	\$107	\$136	20 ●
Moldova						
Mongolia						
Montenegro		50.00% ●				45 ●
Morocco	1.25%	32.25% ●	1	\$50	\$199	7
Myanmar		16.34% ●				34 ●
Nepal		51.06% ●				16 ●
Netherlands	2.02%	7.51%	2	\$307	\$290	18 ●
New Zealand	0.56%	9.77%	3	\$1,523 ●	\$396 ●	15 ●
Nicaragua						
Niger						
Nigeria	7.07% ●	2.29%	36 ●	\$2,867 ●	\$2,929 ●	25 ●
Int'l Average	2.65%	10.45%	4	\$401	\$333	10

PERFORMANCE BY EMPLOYEE WORK COUNTRY

● = equal to or above international average

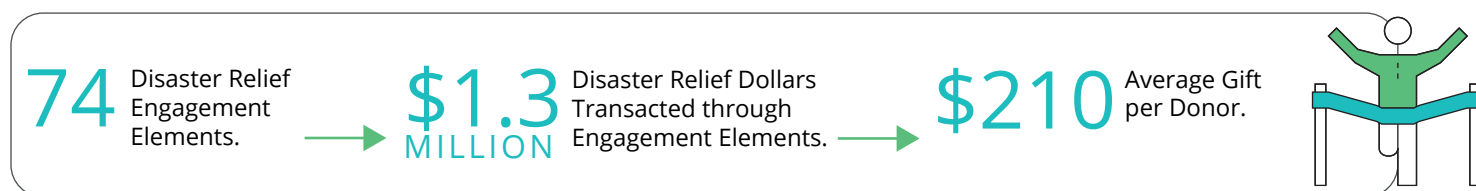
	Employee Engagement (giving)	Employee Engagement (volunteering)	Average Transactions per Donor	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Hours per Volunteer
Norway	1.11%	10.66% ●	4 ●	\$390	\$384 ●	11 ●
Oman		7.41%				22 ●
Pakistan	0.04%	3.03%	9 ●	\$1,083 ●	\$1,570 ●	10 ●
Panama	5.85% ●	47.13% ●	1	\$19	\$173	11 ●
Paraguay						
Peru	0.05%	3.25%	2	\$30	\$30	11 ●
Philippines	0.29%	19.56% ●	8 ●	\$863 ●	\$256	9
Pitcairn Islands						
Poland	0.70%	14.94% ●	1	\$112	\$210	5
Portugal	0.78%	4.75%	1	\$30	\$137	8
Puerto Rico	17.02% ●	4.69%	10 ●	\$127	\$146	14 ●
Qatar	1.08%	4.92%	2	\$2,000 ●	\$2,000 ●	54 ●
Reunion						
Romania	5.29% ●	10.50% ●	3	\$76	\$249	8
Russia	0.25%	1.81%	6 ●	\$1,233 ●	\$655 ●	17 ●
Saint Kitts and Nevis						
Saint Lucia		9.09%				1
Samoa						
Saudi Arabia	0.05%	3.05%	3	\$120	\$120	5
Senegal						
Serbia	0.07%	3.80%	1		\$150	16 ●
Singapore	5.78% ●	21.86% ●	3	\$292	\$265	8
Slovakia	5.43% ●	64.09% ●	2	\$51	\$208	9
Slovenia		18.56% ●				8
South Africa	1.18%	7.87%	3	\$64	\$121	8
South Korea	1.08%	8.07%	4 ●	\$399	\$373 ●	5
Spain	2.25%	5.99%	2	\$228	\$178	8
Sri Lanka	0.51%	37.44% ●	134 ●	\$720 ●	\$890 ●	4
Swaziland						
Sweden	2.16%	12.48% ●	3	\$356	\$480 ●	12 ●
Switzerland	2.15%	6.94%	3	\$770 ●	\$674 ●	8
Taiwan	7.73% ●	22.47% ●	3	\$453 ●	\$386 ●	16 ●
Tanzania						
Thailand	2.12%	3.19%	7 ●	\$543 ●	\$514 ●	5
Trinidad and Tobago		100.00% ●				6
Tristan da Cunha		63.88% ●				4
Tunisia						
Turkey	0.16%	2.33%	2	\$59	\$109	9
Turks and Caicos Islands						
Uganda		17.14% ●				8
Ukraine	0.53%	4.26%	1	\$10	\$150	7
United Arab Emirates	3.40% ●	8.94%	2	\$856 ●	\$926 ●	8
United Kingdom	3.19% ●	9.49%	4 ●	\$703 ●	\$575 ●	15 ●
Uruguay		2.35%				7
Uzbekistan						
Venezuela	0.32%	2.97%	29 ●	\$3,154 ●	\$2,453 ●	8
Vietnam	0.27%	9.00%	2	\$15	\$225	9
Zimbabwe						
Int'l Average	2.65%	10.45%	4	\$401	\$333	10

DISASTER CAMPAIGNS

Disaster relief campaigns can be a painful part of a company's employee engagement program. Operating without a disaster relief strategy can leave a company in a tough position in the event that a disaster occurs close to an office or affects the company's employees and/or customers. In 2018, 63% of the company's featured within this report recognized the importance of a disaster relief strategy and their efforts benefited many.



ENGAGEMENT ELEMENTS AND DISASTER RELIEF



ENGAGEMENT ELEMENTS

For the second year in a row, we have seen high dollar donations given outside of an engagement element. One can assume that while engagement elements bring the opportunity to give front and center within a platform, donors prefer to give to just the right charity when looking to give a larger sum.



Data includes domestic and international employees
n = number of companies

	Giving Through Engagement Elements n = 59	Giving Outside Engagement Elements n = 97
Average Annual Employee Donation per Donor	\$213	\$791
Average Annual Company Match per Participant	\$170	\$746
Average Transactions per Donor	5	9

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	15.23%	8.08%	8	\$615	\$589	30.31 ●
AL	21.07% ●	13.92% ●	10 ●	\$463	\$378	25.9 ●
AR	12.40%	5.07%	9 ●	\$416	\$745	23.09 ●
AZ	14.24%	16.33% ●	9 ●	\$778	\$639	17.61
CA	18.62% ●	10.88%	10 ●	\$913 ●	\$855 ●	23.48 ●
CO	14.97%	12.55% ●	6	\$607	\$640	15.99
CT	16.40%	8.06%	11 ●	\$1,106 ●	\$1,078 ●	25.68 ●
DE	9.72%	10.24%	6	\$574	\$1,014 ●	14.87
DC	20.12% ●	10.28%	9 ●	\$1,716 ●	\$1,394 ●	15.57
FL	15.21%	8.86%	6	\$397	\$476	17.91
GA	20.95% ●	9.86%	10 ●	\$694	\$557	26.27 ●
HI	5.18%	3.16%	8	\$404	\$799	19.96 ●
IA	21.42% ●	25.61% ●	6	\$852 ●	\$857 ●	23.12 ●
ID	14.88%	18.04% ●	6	\$456	\$524	20.28 ●
IL	26.38% ●	12.94% ●	10 ●	\$680	\$631	16.38
IN	11.67%	7.10%	11 ●	\$513	\$703	20.1 ●
KS	13.18%	4.22%	8	\$405	\$635	29.71 ●
KY	12.19%	5.10%	9 ●	\$410	\$625	28.07 ●
LA	13.37%	5.62%	10 ●	\$590	\$863 ●	24.53 ●
MA	16.47%	18.56% ●	7	\$721	\$604	12.38
MD	10.43%	9.08%	8	\$746	\$865 ●	21.78 ●
ME	8.50%	6.69%	9 ●	\$553	\$952 ●	15.28
MI	15.35%	6.10%	11 ●	\$862 ●	\$843 ●	29.18 ●
MN	23.06% ●	21.59% ●	8	\$1,025 ●	\$914 ●	18.08
MO	23.35% ●	12.53% ●	9 ●	\$648	\$576	27.35 ●
MS	17.25% ●	4.36%	19 ●	\$519	\$890 ●	40.66 ●
MT	16.00%	13.01% ●	7	\$571	\$691	26 ●
NC	16.23%	15.31% ●	10 ●	\$1,156 ●	\$773	17.58
ND	12.49%	8.91%	7	\$698	\$1,206 ●	23.79 ●
NE	10.69%	10.14%	7	\$1,255 ●	\$1,387 ●	23.79 ●
NH	10.61%	21.44% ●	10 ●	\$629	\$762	13.37
NJ	18.32% ●	11.09%	10 ●	\$691	\$570	23.36 ●
NM	10.66%	11.09%	7	\$487	\$572	33.35 ●
NV	10.00%	6.86%	6	\$385	\$516	23.48 ●
NY	19.68% ●	11.55%	7	\$1,363 ●	\$895 ●	11.58
OH	13.35%	6.77%	10 ●	\$610	\$614	17.55
OK	16.17%	11.85% ●	8	\$327	\$541	22.02 ●
OR	23.05% ●	16.73% ●	10 ●	\$675	\$788	21.72 ●
PA	19.16% ●	12.41% ●	17 ●	\$1,070 ●	\$862 ●	14.7
RI	9.42%	7.85%	10 ●	\$389	\$735	20.03 ●
SC	8.72%	7.86%	7	\$670	\$904 ●	26.12 ●
SD	24.72% ●	29.17% ●	6	\$504	\$1,018 ●	25.72 ●
TN	22.46% ●	11.17%	7	\$551	\$699	15.1
TX	18.66% ●	12.63% ●	12 ●	\$767	\$787	20.72 ●
UT	12.38%	11.17%	7	\$916 ●	\$949 ●	29.47 ●
VA	12.50%	9.61%	7	\$834 ●	\$941 ●	17.88
VT	9.09%	4.76%	8	\$1,009 ●	\$847 ●	35.74 ●
WA	19.89% ●	16.81% ●	10 ●	\$781	\$725	20.98 ●
WI	19.25% ●	12.85% ●	10 ●	\$1,047 ●	\$1,091 ●	31.76 ●
WV	10.24%	4.64%	8	\$331	\$545	17.34
WY	9.50%	10.87%	6	\$1,056 ●	\$1,315 ●	29.18 ●
Domestic Average	17.24%	11.79%	9	\$804	\$806	19.9

PERFORMANCE IN THE TOP US CITIES



of the cities below are within states that have above average employee engagement in giving!

- * Engagement
- \$ Average annual donation per donor
- 🕒 Average hours per volunteer
- T Total Transacted in 2018
- N Eligible employee sample size

<p>AUSTIN, TX</p> <p>N = 23,386</p> <ul style="list-style-type: none"> * 23% / 16% (giving / volunteering) \$ \$793 🕒 20 T \$6,518,353 (in 2018) 	<p>CHICAGO, IL</p> <p>N = 26,833</p> <ul style="list-style-type: none"> * 27% / 13% (giving / volunteering) \$ \$986 🕒 16 T \$8,127,715 (in 2018)
<p>DALLAS, TX</p> <p>N = 25,326</p> <ul style="list-style-type: none"> * 38% / 19% (giving / volunteering) \$ \$1,009 🕒 29 T \$10,774,196 (in 2018) 	<p>HOUSTON, TX</p> <p>N = 42,638</p> <ul style="list-style-type: none"> * 18% / 15% (giving / volunteering) \$ \$1,422 🕒 16 T \$16,577,148 (in 2018)
<p>INDIANAPOLIS, IN</p> <p>N = 14,344</p> <ul style="list-style-type: none"> * 17% / 8% (giving / volunteering) \$ \$720 🕒 15 T \$1,519,955 (in 2018) 	<p>JACKSONVILLE, FL</p> <p>N = 12,552</p> <ul style="list-style-type: none"> * 13% / 14% (giving / volunteering) \$ \$519 🕒 16 T \$1,096,415 (in 2018)
<p>LOS ANGELES, CA</p> <p>N = 19,407</p> <ul style="list-style-type: none"> * 24% / 8% (giving / volunteering) \$ \$1,160 🕒 26 T \$5,640,454 (in 2018) 	<p>NEW YORK, NY</p> <p>N = 45,044</p> <ul style="list-style-type: none"> * 32% / 17% (giving / volunteering) \$ \$1,723 🕒 9 T \$22,569,227 (in 2018)
<p>PHILADELPHIA, PA</p> <p>N = 14,791</p> <ul style="list-style-type: none"> * 17% / 23% (giving / volunteering) \$ \$1,384 🕒 14 T \$2,956,865 (in 2018) 	<p>PHOENIX, AZ</p> <p>N = 17,406</p> <ul style="list-style-type: none"> * 12% / 14% (giving / volunteering) \$ \$718 🕒 19 T \$1,705,881 (in 2018)
<p>SAN ANTONIO, TX</p> <p>N = 30,394</p> <ul style="list-style-type: none"> * 20% / 11% (giving / volunteering) \$ \$409 🕒 23 T \$3,828,456 (in 2018) 	<p>SAN DIEGO, CA</p> <p>N = 19,704</p> <ul style="list-style-type: none"> * 27% / 11% (giving / volunteering) \$ \$525 🕒 30 T \$4,000,452 (in 2018)
<p>SAN FRANCISCO, CA</p> <p>N = 23,224</p> <ul style="list-style-type: none"> * 35% / 24% (giving / volunteering) \$ \$1,460 🕒 18 T \$17,908,338 (in 2018) 	<p>SAN JOSE, CA</p> <p>N = 16,945</p> <ul style="list-style-type: none"> * 24% / 12% (giving / volunteering) \$ \$1,132 🕒 17 T \$7,280,653 (in 2018)

NONPROFIT TRENDS

The nonprofit stats outlined below give a snapshot of 2018 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



TOP 5 CHARITY TYPES FOR VOLUNTEERING

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

SUPPORTING CHARITIES FOCUSED ON EDUCATION IN 2018

29%
of all donations
in 2018

\$163M

transacted from
1/1/18 through 12/31/18



825K

hours volunteered from
1/1/18 through 12/31/18

9%
of all hours
volunteered
in 2018

CHARITIES BY TYPE

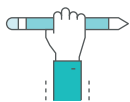
The top two (2) most popular charity types are education and human services. Below are the top five (5) organizations by engagement in giving and volunteer activity.

TOP 5 CHARITIES FOR GIVING

1. Stanford University
2. University of Notre Dame Du Lac
3. Cornell University
4. The Regents of the University of Michigan
5. University of Southern California

TOP 5 CHARITIES FOR VOLUNTEERING

1. Casper College Foundation
2. Heart of America Foundation
3. Nativity of Mary School
4. DonorsChoose.org
5. Joshua Christian Academy



IN THE EDUCATION
CATEGORY



IN THE HUMAN
SERVICES CATEGORY

1. American Cancer Society
2. United Way of Metropolitan Dallas
3. Greater Twin Cities United Way
4. United Way of Greater Atlanta
5. United Way of Greater Los Angeles

1. Feed My Starving Children
2. Guide Dogs for the Blind
3. Shalom Thrift Shop, Inc.
4. Caring, Sharing of South Walton County
5. Helping Hand of Greater Little Rock

TOP 10 CHARITY LIST

based on all client 2018 performance data

Most Donations (Dollars)

1. St. Jude Children's Research Hospital - \$5.5M
2. American Red Cross - \$3M
3. Stanford University - \$2.8M
4. American Cancer Society - \$2.5M
5. Corporation of the President of the Church of Jesus Christ of Latter-Day Saints - \$2.4M
6. United Way of Metropolitan Dallas - \$2.3M
7. Greater Twin Cities United Way - \$2.2M
8. American Heart Association - \$1.8M
9. The Leukemia Lymphoma Society - \$1.8M
10. National Multiple Sclerosis Society - \$1.6M

Most Volume (Transactions)

1. St. Jude Children's Research Hospital - 112K
2. American Cancer Society - 53K
3. United Way of Metropolitan Dallas - 42K
4. American National Red Cross - 40K
5. The CAUSE Foundation - 36K
6. United Way of Metropolitan Atlanta - 31K
7. American Heart Association - 31K
8. Wounded Warrior Project, Inc. - 30K
9. United Way of Greater St. Louis - 25K
10. Fondos Unidos de Puerto Rico, Inc. - 23K

Highest Volunteer Hours

1. We Rescue Love, Inc. - 46K hrs
2. Boy Scouts of America - 31K hrs
3. Youth for Seva - 31K hrs
4. Learning Links Foundation - 30K hrs
5. Holy Spirit Catholic School - 30K hrs
6. His Will Homes, Inc. - 24K hrs
7. Inspirasian - 24K hrs
8. Rise Against Hunger - 24K hrs
9. Twin Cities Habitat for Humanity - 24K hrs
10. Bothell Baseball Club - 24K hrs

Most Volunteers

1. Rise Against Hunger - 11K
2. Feed My Starving Children - 5K
3. Youth for Seva - 5K
4. Learning Links Foundation - 5K
5. Operation Gratitude - 4K
6. Houston Food Bank - 2K
7. Gleaners Community Food Bank of Southeastern Michigan - 2K
8. Twin Cities Habitat for Humanity - 2K
9. Second Harvest Food Bank Of Metrolina - 2K



\$639M

donated from
1/1/18 through 12/31/18

11M

hours volunteered from
1/1/18 through 12/31/18

SDG PERFORMANCE

SDG data based on nonprofit contributions from January 1, 2018, to February 28, 2019.

More than 90% of companies worldwide are aware of the UN Sustainable Development Goals effort. 71% of companies are already planning how they'll address the SDGs. And more than 40% have already pledged to embed SDGs into their business strategies and operations. For reasons positively affecting both business and CSR program strategies, it's a good idea to complete both a self-evaluation of one's own CSR initiatives as well as a plan for incorporating SDGs into business practices. Readers can use the UN SDG infographic on pages 31 - 32 as a general guide to planning their SDG strategic integration.

YourCause's Global Goals Gateway, part of our CSRconnect platform, can help CSR programs integrate SDGs into their community investment strategies. The Global Goals Gateway connects clients to more than 5,000 NPOs who have aligned their efforts with specific SDGs. With the Global Goals Gateway, clients seeking to incorporate SDG targets into their community investment programs can now easily view the best-aligned NPOs and capture, measure, and report on their programs' overall impact.



1,417 Nonprofit Declarations
 \$5,432,243 Associated Donations
 \$3,834 Average Donation per Charity
 50,744 Associated Hours Volunteered
 36 Average Hours Volunteered per Charity



1,025 Nonprofit Declarations
 \$4,829,868 Associated Donations
 \$4,712 Average Donation per Charity
 114,819 Associated Hours Volunteered
 112 Average Hours Volunteered per Charity



1,760 Nonprofit Declarations
 \$12,644,618 Associated Donations
 \$7,184 Average Donation per Charity
 48,076 Associated Hours Volunteered
 27 Average Hours Volunteered per Charity



3,319 Nonprofit Declarations
 \$15,348,502 Associated Donations
 \$4,624 Average Donation per Charity
 136,676 Associated Hours Volunteered
 41 Average Hours Volunteered per Charity



603 Nonprofit Declarations
 \$884,162 Associated Donations
 \$1,466 Average Donation per Charity
 18,289 Associated Hours Volunteered
 30 Average Hours Volunteered per Charity



352 Nonprofit Declarations
 \$529,236 Associated Donations
 \$1,504 Average Donation per Charity
 2,657 Associated Hours Volunteered
 8 Average Hours Volunteered per Charity



107 Nonprofit Declarations
 \$51,914 Associated Donations
 \$485 Average Donation per Charity
 341 Associated Hours Volunteered
 3 Average Hours Volunteered per Charity



671 Nonprofit Declarations
 \$1,069,989 Associated Donations
 \$1,594 Average Donation per Charity
 11,104 Associated Hours Volunteered
 17 Average Hours Volunteered per Charity

Learn more about the Sustainable Development Goals at:
sustainabledevelopment.un.org



144 Nonprofit Declarations
\$182,341 Associated Donations
\$1,266 Average Donation per Charity
5,416 Associated Hours Volunteered
38 Average Hours Volunteered per Charity



560 Nonprofit Declarations
\$1,690,134 Associated Donations
\$3,018 Average Donation per Charity
11,270 Associated Hours Volunteered
20 Average Hours Volunteered per Charity



652 Nonprofit Declarations
\$1,255,403 Associated Donations
\$1,925 Average Donation per Charity
22,692 Associated Hours Volunteered
25 Average Hours Volunteered per Charity



321 Nonprofit Declarations
\$223,534 Associated Donations
\$696 Average Donation per Charity
4,461 Associated Hours Volunteered
14 Average Hours Volunteered per Charity



219 Nonprofit Declarations
\$268,123 Associated Donations
\$1,224 Average Donation per Charity
2,139 Associated Hours Volunteered
10 Average Hours Volunteered per Charity



176 Nonprofit Declarations
\$370,751 Associated Donations
\$2,107 Average Donation per Charity
4,573 Associated Hours Volunteered
26 Average Hours Volunteered per Charity



396 Nonprofit Declarations
\$621,422 Associated Donations
\$1,569 Average Donation per Charity
10,083 Associated Hours Volunteered
25 Average Hours Volunteered per Charity



701 Nonprofit Declarations
\$1,117,471 Associated Donations
\$1,594 Average Donation per Charity
8,390 Associated Hours Volunteered
12 Average Hours Volunteered per Charity



410 Nonprofit Declarations
\$780,674 Associated Donations
\$1,904 Average Donation per Charity
14,315 Associated Hours Volunteered
35 Average Hours Volunteered per Charity

INTEGRATING THE SDGS

The United Nation's Sustainable Development Goals outline 17 social and economic development issues facing our world. 193 Member States agreed to achieve the 17 goals and their 169 targets by the year 2030. Corporations play a huge role in the realization of these global goals. The question is, how does one successfully integrate the SDGs into their corporate strategy?



STEP 1

Access Current CSR Program Guidelines

Have a solid understanding of your own CSR programs. Make an outline that includes current program guidelines, processes, company goals, and values, as well as initiatives led by your most passionate employees.



92%
of corporations are aware of the SDGs.



33%
of the general public are aware of the SDGs.

STEP 2

Map Program to 17 SDGs & the 169 Targets

Understand and become comfortable with the 169 targets that make up the SDGs. Use the "sticker" method to align each SDG with your company values, as well as your program goals.



1 out of 5

companies report on the impact their employee engagement program is making in the 169 individual SDG targets.

STEP 3

Create Internal Targets

Understand the progress you can make in alignment with the United Nation's SDGs. Implementing new program elements and/or processes by analyzing historical data can help the company set internal goals.

STEP 4

Explore New Avenues for Your Company to Influence SDG Progress Conduct a Materiality Assessment to look at potential material issues through the eyes of internal & external stakeholders. Sharing your assessment results can serve as a starting point for conversation surrounding program initiatives.

STEP 5

Prioritize Material Issues Identify the total scope of the issues your stakeholders identified and set priorities that align the Materiality Assessment to your company's employee engagement program that can influence the SDG's success.

STEP 6

Reassess Your Program Practices With New Material Priorities Now that you have prioritized your Material Assessment, evaluate how new employee engagement elements can complement your new initiatives focused on the SDGs.

STEP 7

Evaluate, Educate, Evolve Accomplish new initiatives based on newly identified targets is great but you the work doesn't stop there. Keep an eye on your program data, employee engagement and the impact you are making on the SDGs fostering a new way of thinking, manufacturing, and doing business.



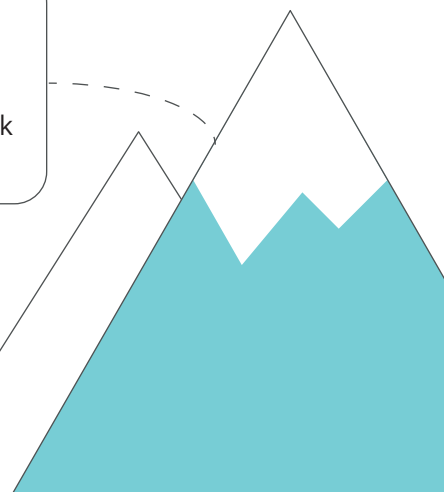
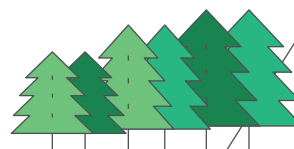
What is materiality analysis?

An approach to identifying critical economic, environmental and social issues, which may either reflect a significant impact on the company's business performance or substantively influence the assessments and decisions of its stakeholders.



ONLY 43%

of the Global Fortune 250 companies that report on their corporate responsibility link activities to the SDGs.



PAYMENT PROCESSING

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



ENGAGEMENT INSIGHTS

Charities continue to recognize the advantage of Automated Clearing House (ACH) payment processing, with more than triple the average number of charities registering per month than in 2017.



1 out of 4 payments made to a nonprofit were made via ACH.



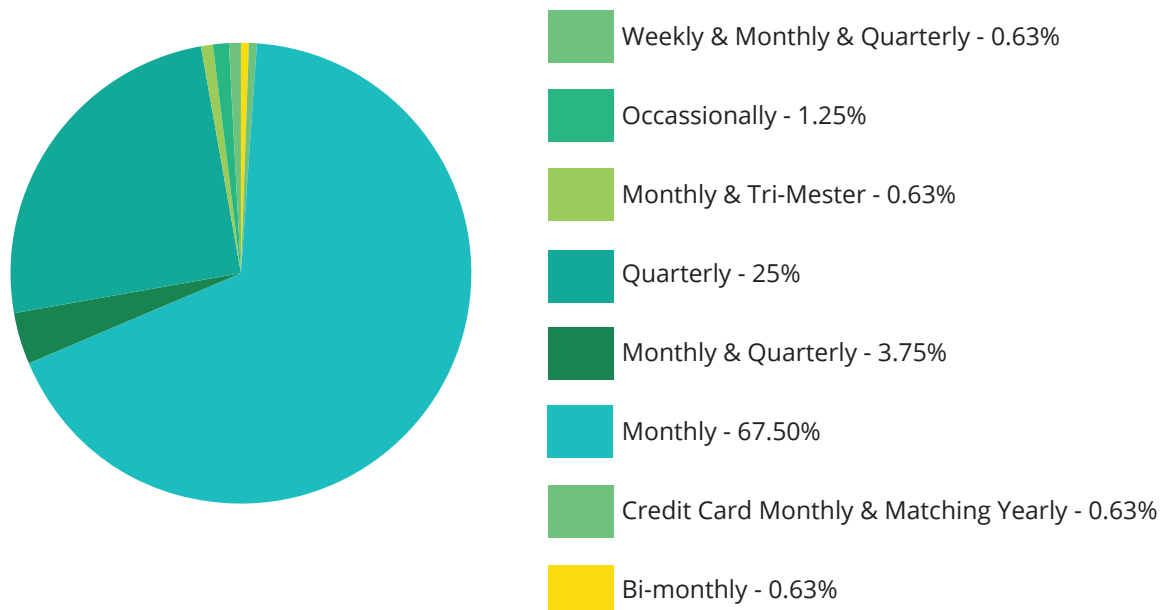
Charities registered on average per month for ACH delivery in 2018.



ACH registrations doubled from 2017 to 2018.

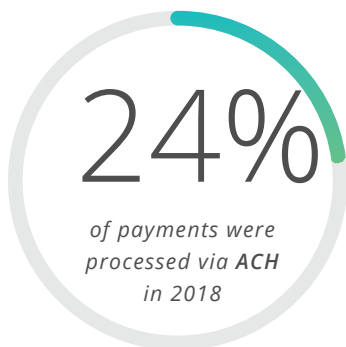
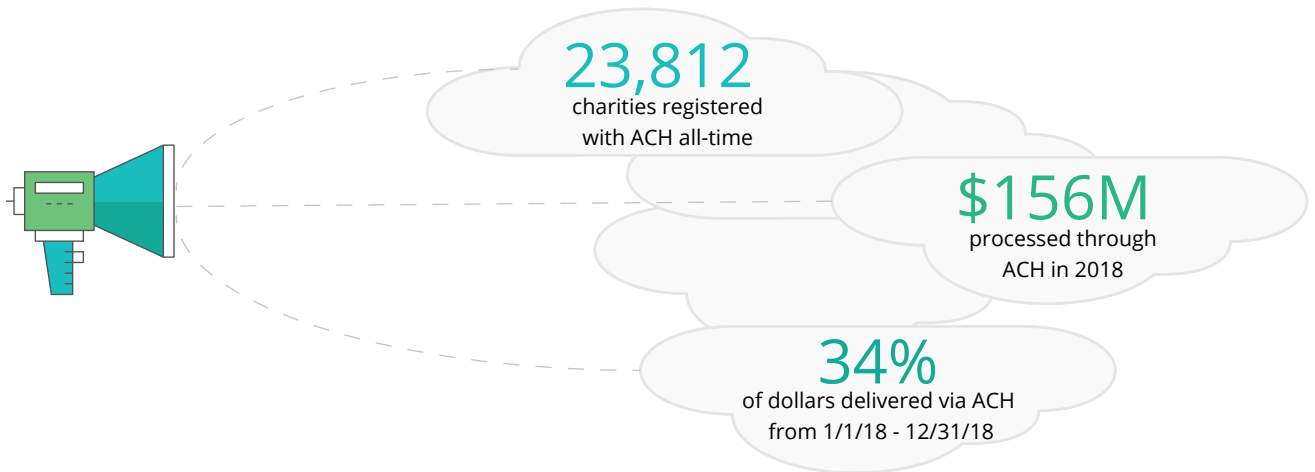
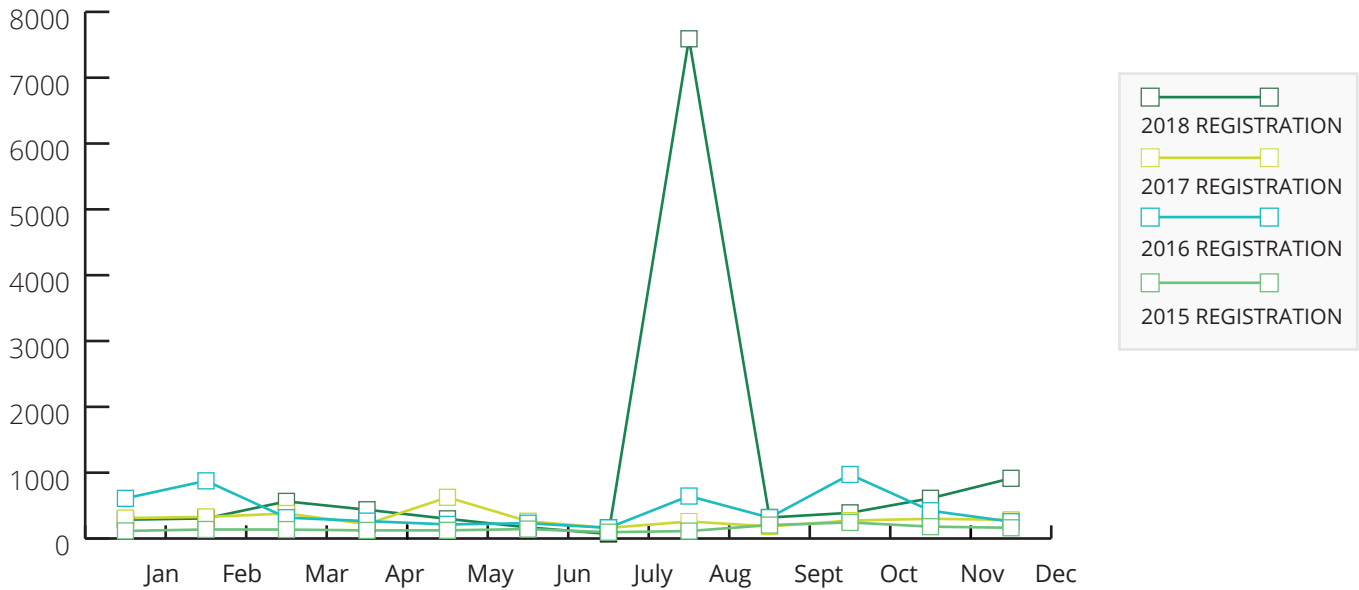
PROCESSING FREQUENCY

Companies' preferences regarding payment processing frequency remained essentially unchanged in 2018, 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



OVERALL METHODOLOGY

Overview

To construct the seventh 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, 2018, to December 31, 2018, 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, 2018. 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, 2018 to December 31, 2018 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

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.
Cause Cards	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.
Charity Administrators	An employee of a charity who undertakes a variety of administrative tasks within the YourCause NPO portal.
Company Match	A type of corporate giving program in which a company matches donations made by an employee to eligible nonprofit organizations.
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 the 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 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.
Employee Engagement	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.
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 within a set of numbers.

NPO Portal	A free portal for nonprofits to administer their charity pages and engage with YourCause corporate clients and their employee networks worldwide.
Offline Giving	A donation made by cash or check transacted outside of the system and logged within CSRconnect by the donor.
Participant	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.
Payroll Giving	A scheduled deduction directly from an individual's paycheck for distribution to a specified nonprofit organization.
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 nonprofit organization.
Retiree	A person who has retired from full-time work.
Transaction	A unique donation performed within YourCause's Employee Engagement platform.
Volunteer Days	A day in which a person voluntarily offers himself or herself for a service or undertaking.
Volunteer Grants	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

Recently, while randomly scrolling through my LinkedIn feed, I came across a posted quote that read: "If you build a mile road, you will go a mile. But if you build a mile runway, you have the ability to travel the entire world." I have never been one to use quotes to further my message, inspire others, or to start or end a presentation that I am giving – but this one just seemed to hit home for me, so I thought I'd share.

The simplicity and relevance of this quote speaks directly to so many things that YourCause has stood for over the past decade, and in my opinion, reflects what we're trying to do with our *Industry Reviews*. The intent behind this project is far greater than simply pushing our data out for entertainment purposes (we're not just building a mile road). We're hoping that our data and insights serve as a launch pad for our clients, our industry, and anybody interested in seeking new ways to drive a positive impact on our world. We truly are trying to build that mile runway, hoping it will serve for ongoing innovation and will open up new doors and opportunities for our space that have been previously undiscovered.

We sincerely hope that you found value in reading through this 7th edition of our *Industry Review*. It is our hope that you will continue to get value from it as you reference it throughout the year. As always, we welcome any new ideas, suggestions, feedback, or even little compliments you might have for us as we begin to work on the next edition.

Until next time,



Matt Combs

ABOUT US

We deliver 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 CSR program with giving, volunteering, 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