

YourCause

+

blackbaud

Better Together.

2020 | ISSUE 8

Industry Review

Employee Engagement & Corporate Social Responsibility



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This review tells a powerful story of companies that seek to deepen the connection they have with the people who walk through their doors—literally and virtually—every day.

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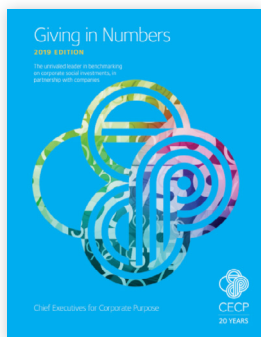
The Mission

Since 2015, the *Industry Review* has been developed to provide corporations insight into employee engagement and social responsibility. Observations of the key learnings and trends throughout this report have been analyzed through data collected within the CSRconnect® and GrantsConnect® platforms. The 2020 report consolidates and details data collected between January and December 2019. Our team sets out to identify shifts in employee philanthropic behavior, as well as the trends in program elements offered by corporations to their employee population. All findings are dispersed and shared with the employee and social responsibility community to ensure they are armed with the latest research from this space.

This edition of the *Industry Review* will provide information to our peers, customers, and prospective customers in the employee engagement and corporate social responsibility community—allowing them to expand and maximize the effects of their philanthropic efforts.

ADDITIONAL RESOURCES

We are committed to providing resources for employee engagement and social responsibility professionals that can help maximize the capabilities of their programs. All future and past resources can be downloaded from the Insights & Resources page at www.YourCause.com. Below are a few of our favorite resources from 2019.



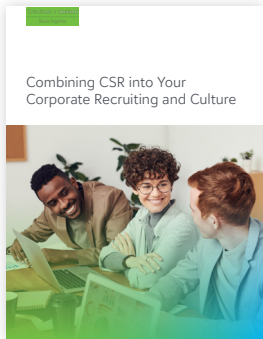
RESEARCH | CECP's Giving in Numbers

CECP's Giving in Numbers is the unrivaled leader in benchmarking corporate social investments in partnership with companies. It is the premier industry survey and research, providing standard-setting criteria that have defined the field. As the largest data set on trends in the industry, it is embraced by professionals seeking to understand how corporations invest in society.



CASE STUDY | Synchrony™

Our customer, Synchrony, builds partnerships with nonprofit organizations to unite a philanthropic culture throughout their diverse and decentralized employee base. This positively impacts the local community and enhances overall employee engagement.



WHITEPAPER | Begin Recruiting with Your CSR Programs in Mind

Our team collaborated with our Human Resources, Recruitment, and Corporate Responsibility Teams to provide strategies for creating and implementing a CSR-based recruitment process. Gain insight and tips on how CSR data can enhance recruiting, vet candidates, and ultimately help hire the best talent.



CUSTOM SPOTLIGHT | PepsiCo Foundation

Our customer, the PepsiCo® Foundation, seeks to alleviate hunger in vulnerable communities around the world through its annual event, PepsiCo Gives Back. In partnership with Rise Against Hunger®, it provided over one million nutritious meals in just one month.



RESEARCH | Human Social Responsibility

Today's employees place increased significance on a company's philanthropy and engagement opportunities when considering career development and job opportunities, making corporate social responsibility (CSR) a valuable tool for companies and employees. Explore what happens when you look at CSR from a human lens with a focus on employee engagement.

What to Know

Before you dive into the *Industry Review*, it is important to understand a little more about the data and terminology used throughout. Below are the most used terms. However, you can find a full list of terminology in the Glossary of Terms section toward the end. The data evaluated within the Industry Review is a subset of the entire client and employee population activity using CSRconnect and GrantsConnect. This data subset reflects a full calendar year of employee activity spanning January 1 through December 31, 2019, from 150 of over 350 companies. For a full explanation of our analytical approach, including a list of Standard Industrial Classifications (SIC), reference the Overall Methodology section at the end of the report.

Terms to Know

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.

Incentive: A type of company match for participation in employee engagement programs. Incentives can be earned through volunteer activities, such as team events or individual volunteer activity, or issued individually to an employee based on activity in a program run outside of the CSRconnect system.

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 unique donation performed within CSRconnect 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.

Issue 8 | Data Points

Participating Clients: 150

Employees: 4,414,957

Standards: Standard Industrial Classifications

Program Access: January 2019 through December 2019

Introduction

It is a true pleasure to introduce you to the eighth issue of the Industry Review. Created more than six years ago by YourCause®, we are honored to continue our journey under the banner of Blackbaud and evolving our social impact work together.

This report is coming out during a challenging time as we face the COVID-19 crisis within our own organizations and communities. We are humbled by the testimonials we are hearing about how corporations and nonprofit organizations are responding to relief efforts and reinventing how they operate. This time emphasizes how important it is to align around social impact.

Before the crisis unfolded, we were already seeing a focus on the role social impact plays in business success, spurred by increased coverage in the general business press and Larry Fink's Business Roundtable statement. To those of you who lead corporate social responsibility (CSR), the idea of businesses not only striving to be good citizens but also seeking to address core societal issues is nothing new. But it is exciting to see the positive headwinds bringing this conversation to the forefront.

In these pages, you will find useful data-driven insights about how companies like yours are approaching their employee engagement and CSR practices. In addition to providing you with a way to benchmark your programs and learn from others, this review tells a powerful story of companies that seek to deepen the connection they have with the people who walk through their doors—literally and virtually—every day.

As I look to the future, I see an increasing push toward choice and programs that allow employees to support the causes they care about while engaging with the brand. I also see companies of all kinds figuring out how to expand their programs into new geographies; increase and further integrate diversity, equity, and inclusion programs; and ensure that donations are safe and secure.

Looking back, I see how far we have already come in the world of CSR. More importantly, I see passion for the new ways we can drive social impact while collaborating with leaders across our businesses. We are all on this journey, and it is reassuring to have a community of leaders who are all seeking to help their companies do more good.



Rachel Hutchisson
Vice President, Corporate Citizenship and Philanthropy

<https://opportunity.businessroundtable.org/ourcommitment/>

Key Findings

- 1 Volunteering ratios have remained consistent since 2017. When planning a volunteer event, plan to have a full-time employee volunteer for one hour for every eight hours a retiree volunteers.
- 2 Getting your employees trained on your employee engagement and social good programs is key. Once your employees become donors, trends show that 87% of those employees will become returning donors year over year.
- 3 The ratio of employee engagement when comparing giving in a company's headquarters worker vs. a company's remote worker is 2.5:1. For example, for every 10 remote employees who are engaged, there will be 25 headquarters employees engaged in giving.
- 4 When comparing the average gift per donor in each distribution category from 2018 to 2019, the data shows an increase by at least 5% for four donation methods—credit card, credit card match, offline match, and dollars-for-doers.
- 5 Companies that offer employee groups through CRSconnect see an approximate 12:1 employee engagement rate ratio when compared to companies that do not offer groups to employees. Groups provide employees with similar interests a common place to share documents, send communications, and feature events.
- 6 Global engagement in giving and volunteering is heavily influenced by a region's economy, culture, and technological capabilities. Because of these factors, it is not surprising that culture and tradition positions volunteer engagement highest in Asia (16%), followed by Oceania (11%), Europe (8%), North America (8%), and South America (8%).

SECTION

01



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 based on data from 2019 below:

Employees are becoming more predictable with their giving and/or volunteering behavior(s).

Giving and volunteering behaviors in 2019 show connectivity to either the first 15 or the last 15 days of the month. On average, employees volunteer more hours in the first 15 days each month than the last 15 days, while employees donate more dollars in the last 15 days of each month than the first 15 days.

Retirees donate more than full-time employees.

For the second year in a row, we are seeing that retirees are more engaged in philanthropic giving. In 2019, on average, retirees donated four times more than the average full-time employee.

Retirees remain consistent in leveraging company match-awarded dollars.

For the 2018 and 2019 reports, the data proved that retirees are awarded three times more of a company match than full-time employees. This ratio should be factored in when calculating match ratios for full-time vs. retiree vs. contractor during company match program budgeting.

Predictive modeling is helpful when planning volunteer engagement strategies for full-time and retired employees.

Volunteering ratios have remained consistent since 2017. When planning a volunteer event, plan on average to have a full-time employee volunteer one hour for every eight hours a retiree volunteers.



Blackbaud employees walk in the MLK Day Parade in downtown Charleston, SC.

Engagement by Employee Type

The data reviews 2019 global employee engagement for giving and volunteering for full-time and retired employees.

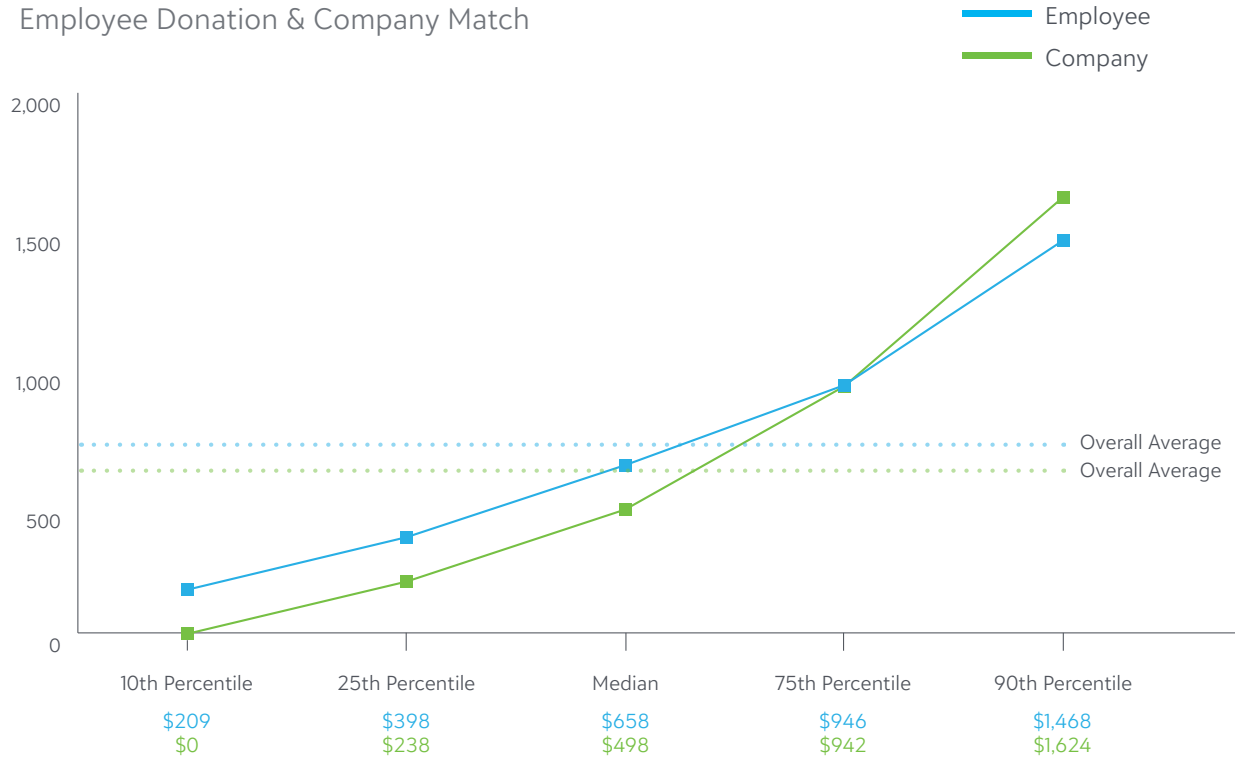
	Full-Time Employees	Retired Employees	Contracted Employees
Employee Engagement	18.00%	4.00%	1.00%
Employee Engagement by Program Type: Giving	14.00%	4.00%	0.29%
Employee Engagement by Program Type: Volunteering	9.00%	1.00%	0.87%
Average Annual Employee Donation per Donor	\$651 n = 3,540,230	\$2,891 n = 211,567	\$4,926 n = 75,838
Average Annual Company Match per Participant	\$602	\$2,057	\$9,414
Average Transactions per Donor	9	11	8
Average Hours per Volunteer	12 n = 3,993,559	94 n = 211,567	8 n = 80,066

Data includes all industries [domestic U.S. and global] n = eligible employee sample size



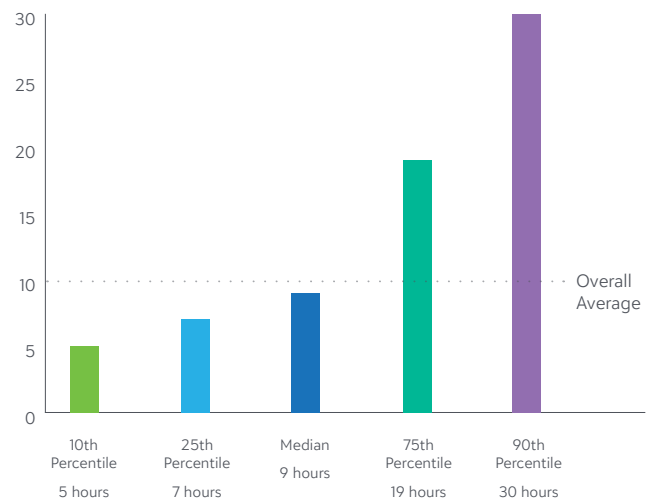
Half of all companies matched more than \$498 per employee, with the median 50% of companies matching between \$238 and \$942.

Employee Donation & Company Match



Only 10% of companies were volunteering superstars, having employees record 30 hours or more per volunteer.

Hours per Volunteer



Engagement Rate Distribution

	Combined Engagement Rate	Giving Engagement Rate	Volunteering Engagement Rate
10th Percentile	1.60%	0.70%	0.50%
25th Percentile	7.70%	3.80%	3.10%
Median	15.80%	11.40%	8.70%
75th Percentile	31.00%	20.00%	16.50%
90th Percentile	46.50%	36.90%	29.70%

- **Some companies are exceeding expectations!** The top 10% of companies offering giving and volunteering achieved employee engagement rates over 46.5%.
- **What exactly does the average engagement rate range look like?** Half of companies offering giving and volunteering achieved an engagement rate between 7.7% and 31.0%
- **Engagement rates are higher when offering giving *and* volunteering.** For companies offering both, 75% of them have two times more engagement than the companies only offering giving or only offering volunteering.



Members of Blackbaud's Corporate Marketing Team make blankets for the Charleston Animal Society.

Donor Profile

Help form good philanthropic habits. Getting employees trained on your engagement and social good programs is key. Once your employees become donors, trends show that 87% of them will become returning donors year over year.

	Who Donate over \$1k Annually: Median Annual Donation	Who Donate under \$1k Annually: Median Annual Donation
Full-Time Employees	\$3,233	\$313
Retired Employees	\$5,079	\$394

One-Time vs. Returning Participants

The data reviews 2019 global employee engagement for those who participated one-time with companies offering only giving, only volunteering, or a combination of giving and volunteering. The data reviews 2019 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.

Employee Engagement (employees at the company for less than six months)	ONE-TIME Employees	RETURNING Employees
Giving	4.00%	0.10%
Giving and Volunteering	16.00%	3.00%
Volunteering	7.00%	0.30%



CHAPTER 02

Domestic U.S. 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.

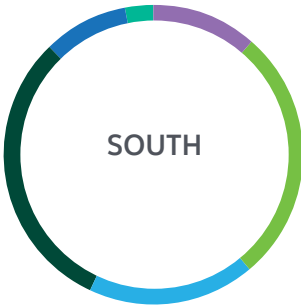
n = eligible employee sample size	West n = 717,345 	South n = 858,383 	East n = 1,028,839 	North n = 229,145 	Midwest n = 431,745 
 Engagement (Giving/Volunteering)	16.00% / 7.00%	17.00% / 8.00%	16.00% / 8.00%	18.00% / 13.00%	17.00% / 8.00%
 Average Annual Donation per Donor	\$640	\$569	\$827	\$838	\$653
 Average Hours per Volunteer	15 hrs.	13 hrs.	13 hrs.	14 hrs.	15 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 donate using the following methods: credit card, payroll, matching, offline tracking, Cause Card, or incentives. 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.



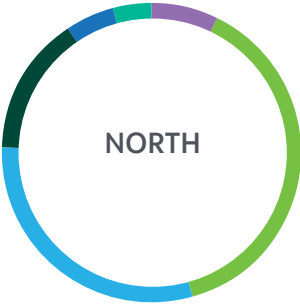
- 8.78% Cause Card
- 30.01% Matching
- 22.45% Offline
- 25.52% Payroll
- 7.10% Credit Card
- 6.14% Incentive



- 11.59% Cause Card
- 27.55% Matching
- 17.83% Offline
- 30.87% Payroll
- 9.35% Credit Card
- 2.81% Incentive



- 10.70% Cause Card
- 33.57% Matching
- 25.28% Offline
- 20.55% Payroll
- 6.30% Credit Card
- 3.60% Incentive



- 7.30% Cause Card
- 38.52% Matching
- 29.76% Offline
- 15.24% Payroll
- 5.11% Credit Card
- 4.08% Incentive



- 9.61% Cause Card
- 30.79% Matching
- 25.91% Offline
- 21.62% Payroll
- 5.11% Credit Card
- 6.95% Incentive

Locational Influence



Engagement Ratio:
Headquarters vs. Remote

The ratio of employee engagement when comparing giving in a company's headquarters worker vs. a company's remote worker is 2.5:1. For example, for every 10 remote employee who are engaged, there will be 25 headquarters employees engaged in giving.



Volunteer Ratio:
Headquarters vs. Remote

While volunteer engagement for headquarters employees was 5% lower in 2019, the volunteer engagement ratio between a headquarters worker and remote worker of 2:1 remains consistent year over year.

Engagement by Employee Location

The data reviews 2019 global employee engagement for giving and volunteering by employee location.

Data includes all industries (domestic U.S. and global) n = eligible employee sample size	Headquarters	Outside Headquarters
Employee Engagement in Giving	26.00%	10.00%
Employee Engagement in Volunteering	13.00%	8.00%
Average Annual Employee Donation per Donor	\$761 n = 609,352	\$591 n = 3,117,522
Average Annual Company Match per Participant	\$732	\$657
Average Transactions per Donor	11	8
Average Hours per Volunteer	13 n = 713,632	12 n = 3,470,799

CHAPTER 03

It takes a team to
reach the dream.

BLACKBAUD CELEBRATES THE LEGACY OF
DR. MARTIN LUTHER KING, JR.

Enterprise
Engagement Trends

Enterprise Insights

This section evaluates employee engagement by segmenting the companies by the employee population size. See a few of our observations below based on data from 2019:

Companies with 1,001–5,000 employees top overall engagement, again.

For the past two years, the data has shown that companies with an employee population between 1,001 and 5,000 that offer both giving and volunteering produce the highest overall engagement rates. In 2019, the data showed that companies of this same size lose the number one ranking in engagement when their program only offers giving or only offers volunteer opportunities.

Companies with under 1,000 employees and over 100,000 employees are donating the most!

Donors from companies on the opposite ends of the employee size spectrum are more alike in their giving behaviors. More companies within these size categories have donors giving above the average donation rate. The top 50% of companies under 1,000 employees that exceed the median donation amount see an average employee donation per donor of \$2,285 and top 50% of companies over 100,000 employees that exceed the average donation amount see a median employee donation per donor of \$1,103. Both averages double peer companies within their respective categories.

Companies with 5,001–10,000 employees have the most consistent engagement rates.

When evaluating combined giving and volunteering programs, giving-only programs and volunteering-only programs, the companies with a population size of 5,001–10,000 display the smallest spread in engagement rates if the company meets or exceeds the median engagement rates.

Companies with 10,001–50,000 employees deliver the most constant volunteer hours per volunteer.

If a company falls into the enterprise-sized category of 10,001–50,000 employees and meets or exceeds the median volunteer average, the company sees 23 volunteer hours on average per volunteer annually. That is a minimum of five hours more than all companies within the other enterprise categories that meet or exceed the average hours per volunteer.

Engagement by Enterprise Size

We analyzed giving and volunteering data from 150 companies. Company size was determined by human resource reports on the number of employee records.

Data grouped by workforce size n = number of companies	0–1,000 n = 12	1,000–5,000 n = 43	5,001–10,000 n = 21	10,001–50,000 n = 55	50,001–100,000 n = 8	100,00+ n = 11
Employee Engagement	25.00%	28.00%	17.00%	17.00%	21.00%	15.00%
Employee Engagement by Program Type: Giving	20.00%	19.00%	10.00%	13.00%	16.00%	12.00%
Employee Engagement by Program Type: Volunteering	19.00%	16.00%	14.00%	10.00%	8.00%	8.00%
Average Annual Employee Donation per Donor	\$1,737	\$711	\$733	\$735	\$854	\$611
Average Annual Company Match per Participant	\$1,045	\$740	\$669	\$773	\$830	\$511
Average Hours per Volunteer	9	10	16	13	11	12



Blackbaud employees walk in the Charleston Pride Parade.

Enterprise Size Percentile Ranking

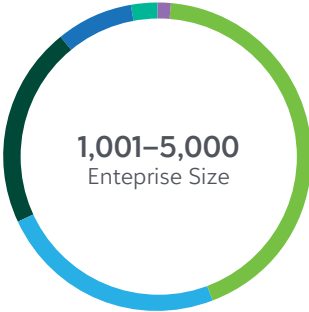
n/a = not applicable	0– 1,000	1,000– 5,000	5,001– 10,000	10,001– 50,000	50,001– 100,000	100,00+
25th Percentile	4.80%	9.60%	4.20%	6.70%	6.60%	4.80%
Median	21.40%	26.00%	12.40%	13.70%	19.20%	11.00%
75th Percentile	58.20%	36.60%	23.60%	27.70%	30.80%	31.90%
90th Percentile	84.50%	52.50%	36.90%	43.10%	n/a	45.50%
Giving Engagement						
10th Percentile	0.20%	1.00%	0.70%	0.70%	n/a	0.80%
25th Percentile	1.00%	5.80%	2.20%	4.30%	1.70%	4.50%
Median	29.80%	13.50%	8.50%	11.40%	12.70%	5.90%
75th Percentile	60.30%	20.80%	14.10%	18.90%	27.30%	17.60%
90th Percentile	89.50%	41.10%	22.20%	35.70%	n/a	36.30%
Volunteering Engagement						
10th Percentile	0.40%	0.20%	0.70%	0.60%	n/a	1.00%
25th Percentile	2.90%	7.50%	2.40%	3.20%	4.00%	2.20%
Median	9.70%	13.70%	9.60%	6.90%	7.00%	2.90%
75th Percentile	28.10%	23.70%	17.00%	12.80%	10.80%	11.20%
90th Percentile	59.10%	32.20%	38.30%	29.00%	n/a	39.10%
Employee Donation per Donor						
10th Percentile	\$134	\$136	\$75	\$318	n/a	\$145
25th Percentile	\$326	\$354	\$348	\$453	\$401	\$295
Median	\$616	\$653	\$717	\$658	\$803	\$534
75th Percentile	\$2,285	\$982	\$896	\$915	\$1,294	\$1,103
90th Percentile	\$5,475	\$1,437	\$1,284	\$1,799	n/a	\$1,867
Company Match per Participant						
10th Percentile	\$0	\$0	\$101	\$41	n/a	\$19
25th Percentile	\$0	\$123	\$460	\$314	\$261	\$199
Median	\$396	\$419	\$589	\$565	\$534	\$416
75th Percentile	\$1,272	\$830	\$927	\$1,030	\$1,253	\$833
90th Percentile	\$3,658	\$1,363	\$1,909	\$2,573	n/a	\$1,556
Hours per Volunteer						
10th Percentile	4	5	5	5	n/a	7
25th Percentile	5	7	7	6	6	8
Median	10	9	9	9	8	20
75th Percentile	19	18	16	23	24	13
90th Percentile	26	29	27	37	n/a	22

Donation Distribution by Enterprise Size

Employees can donate using the following methods: credit card, payroll, matching, offline tracking, Cause Card, or incentives. 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.



- 1.02% Cause Card
- 39.47% Matching
- 40.46% Offline
- 0.01% Payroll
- 7.31% Credit Card
- 11.72% Incentive



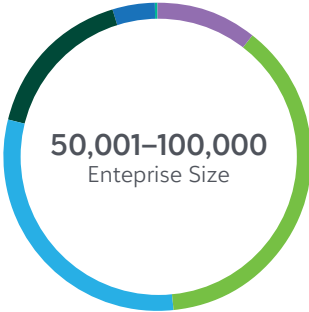
- 1.59% Cause Card
- 42.70% Matching
- 24.04% Offline
- 20.98% Payroll
- 8.03% Credit Card
- 2.66% Incentive



- 28.30% Cause Card
- 24.65% Matching
- 16.07% Offline
- 5.69% Payroll
- 6.31% Credit Card
- 18.97% Incentive



- 11.45% Cause Card
- 40.63% Matching
- 24.48% Offline
- 16.66% Payroll
- 5.94% Credit Card
- 0.84% Incentive



- 10.77% Cause Card
- 37.68% Matching
- 30.46% Offline
- 16.45% Payroll
- 4.39% Credit Card
- 0.25% Incentive



- 11.57% Cause Card
- 22.95% Matching
- 18.59% Offline
- 29.99% Payroll
- 9.79% Credit Card
- 7.12% Incentive

”

Getting your employees trained on your employee engagement and social good programs is key.

CHAPTER 04

Donation Method Trends

Deborah

HELLO
I'm volunteering as a

Cafe teacher
Dog walker
soup server
HOUSE BUILDER
Math mentor

blood donor
Do-gooder
Beach sweeper

Donation Insights

Employees can donate using the following methods: credit card, payroll, matching, offline tracking, Cause Card, or incentives. Below are the key insights gathered from evaluating the 2019 data.

Year-over-year engagement remained the same—almost.

Understanding donation distribution options and engagement is an important factor in every program. Luckily, preferences have remained the same year over year except in one category—payroll match. In 2019, the data reflected a small jump in the percentage of dollars distributed via payroll match, meaning more employee donations are qualifying for company’s payroll match programs.

Gifts have increased in four distribution categories!

When comparing the average gift per donor in each distribution category from 2018 to 2019 the data shows an increase by at least 5% for four donation methods: credit card, credit card match, offline match, and dollars-for-doers. This shows that incentives like company matches and dollar-for-doers influence giving.

Data includes all industries (domestic U.S. and global) n = eligible employee sample size	Employee Engagement	Average Number of Transactions per Donor	Average Gift per Donor
Cause Card Giving n = 2,904,321	3.00%	2	\$242
Credit Card Giving n = 3,671,253	2.00%	2	\$613
Credit Card Match n = 2,710,036	2.00%	2	\$659
Incentive n = 945,334	5.00%	1	\$150
Offline Giving n = 3,501,770	3.00%	3	\$1,406
Offline Match n = 3,011,826	2.00%	3	\$1,310
Payroll Giving n = 3,233,867	10.00%	9	\$417
Payroll Match n = 2,255,841	5.00%	7	\$469
Dollars-for-Doers n = 972,595	1.00%	2	\$771

Giving Methods Offered

Companies are consistently evaluating what program elements and features are being offered to their employee population. Part of the evaluation process is recognizing what peer companies are offering. By understanding the giving methods commonly offered, employee engagement and social responsibility professionals can build a better business case for what they need to offer. This chart is a reflection of the giving methods offered by the companies evaluated within this report.



Credit Card Insights



In 2019, 33% of the companies evaluated within this report covered fees applied by the credit card companies in relation to a donation filtered through the CSRconnect platform.



Because these companies chose to cover associated credit card fees for donations in 2019, over \$800,000 additional funds were delivered to the nonprofit community.

Incentive Programs

Three of the most common incentive programs offered by companies are: dollars-for-doers programs, general recognition programs (new employees, first 100 donors, etc.), and Political Action Committee (PAC) match programs.



50%

50% of Cause Cards issued through a **PAC match program** in 2019 were redeemed in 2019.



56%

56% of Cause Cards issued through a **general recognition program** in 2019 were redeemed in 2019.



67%

67% of Cause Cards issued through a **dollars-for-doers program** in 2019 were redeemed in 2019.

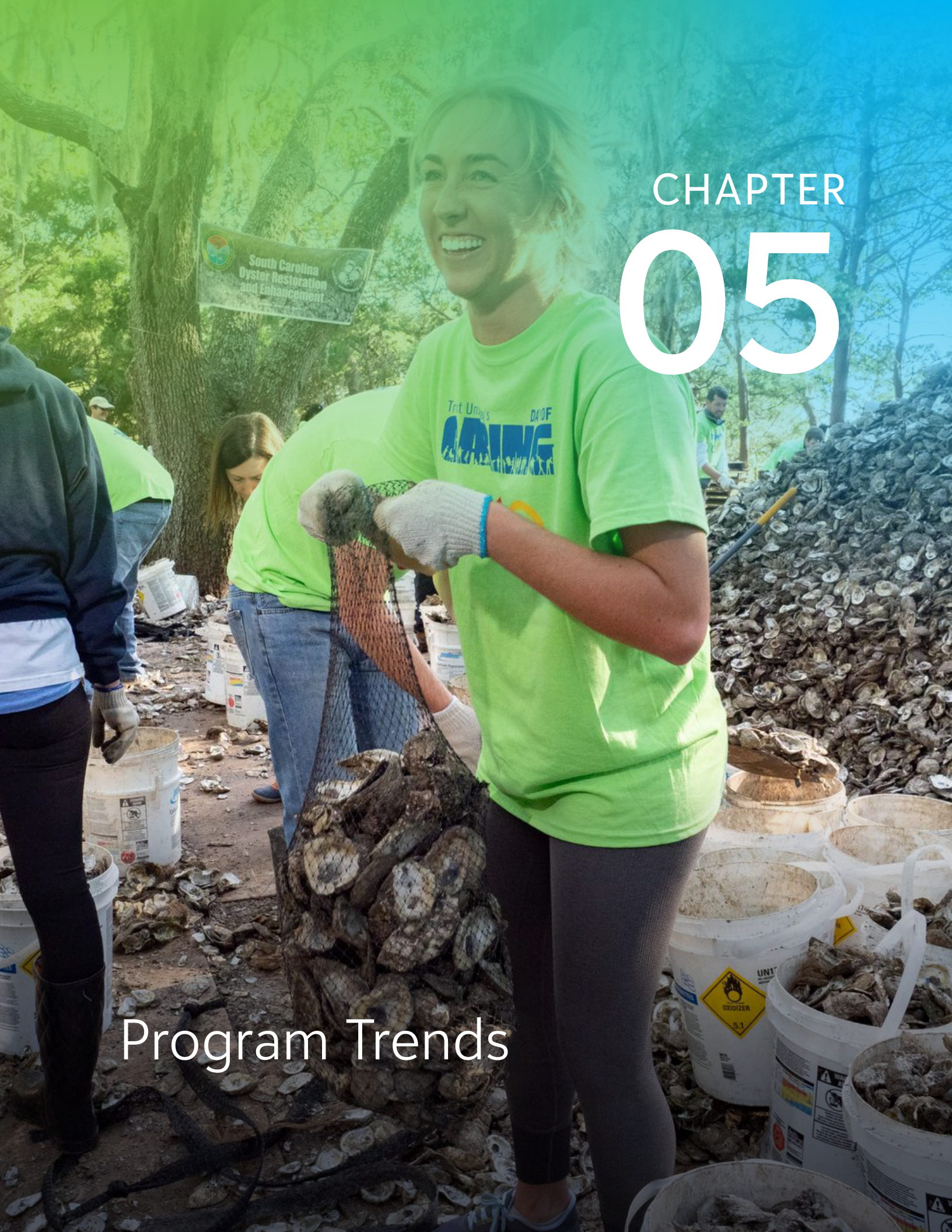
Using Incentives for New vs. Tenured Employees

The data reviews 2019 global employee engagement for new and tenured employees at companies that offer incentives to participate in the company's programs.

(employees at the company for less than six months)	Newly Hired Employees	Tenured Employees
Employee Redemption Rate	49.00%	58.00%
Domestic Employee Redemption Rate	52.00%	61.00%
Global Employee Redemption Rate	39.00%	47.00%

CHAPTER 05

Program Trends



Program Insights

Global new hires are becoming more engaged with incentives.

Immersing new hires in employee engagement and social good programs is becoming a staple in the onboarding process domestically and globally. However, when comparing data between 2018 and 2019, there is a 56% increase in Cause Card redemption for new hires who work outside of the United States.

Engagement in giving and volunteering programs is still proving to be the most effective.

Among all programs, companies who offer giving and volunteering have the highest engagement rate (19%). In addition, the top 25% quartile of companies who offer giving and volunteering has the highest annual donation amount per donor, ranging from \$959–\$1,559 and highest annual hours per volunteer, ranging from 34 hours to 66 hours.

Companies offering giving campaigns within their program saw a notable increase in engagement.

While the recommendation is to offer both giving and volunteering within an employee engagement and social responsibility program, there are some companies that simply cannot. For those companies only offering giving as a philanthropic outlet for their employee population, there was an increase of 13% in engagement from 2018 to 2019.

Bringing like-minded employees together is proving to be effective.

Companies that offer employee groups through CSRconnect see an approximate 12:1 employee engagement rate ratio when compared to companies that do not offer groups to employees. Groups provide employees with similar interests a common place to share documents, send communications, and feature events.

Program Trends

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

Data includes all domestic U.S. and global industries n = number of companies s = average employee workforce n/a = not applicable	Giving Programs Only n = 14 s = 129,765	Volunteering Programs Only n = 21 s = 587,322	Combined Giving and Volunteer Programs n = 115 s = 3,697,870
Employee Engagement	4.00%	7.00%	19.00%
Average Annual Employee Donation per Donor	\$729	n/a	\$691
Average Annual Company Match per Participant	\$734	n/a	\$652
Average Transactions per Donor	6	n/a	9
Average Hours per Volunteer	n/a	8	13

Campaign vs. Year-Round Programs

The table below breaks down usage for companies with at least one (1) campaign per year vs. companies with year-round giving programs.

Data includes all domestic U.S. and global industries n = number of companies s = average employee workforce	Campaign Programs n = 41 s = 1,589,789	Year-Round Programs n = 88 s = 2,237,846
Employee Engagement	17.00%	10.00%
Average Annual Employee Donation per Donor	\$689	\$694
Average Transactions per Donor	10	8

Grants

The data below breaks down grant programs offered by the companies evaluated within the 2019 *Industry Review*.

\$376
funds awarded

\$376M in grant funds were awarded to nonprofit organizations through GrantsConnect in 2019.

3
average grant programs

On average, companies using GrantsConnect offer three grant programs to their employees and the nonprofit community.

\$14,000
average grant award

In 2019, the average grant awarded through GrantsConnect was around \$14,000.

Engagement Elements

Engagement elements allow a company to feature a specific event or topic on the home screen when an employee logs into the system. Below is the engagement data from companies that had at least one engagement element.



71

Number of Companies



19%

Overall Engagement through an Engagement Element (Giving and Volunteering)



14%

Overall Engagement through an Engagement Element (Giving Only)



9%

Overall Engagement through an Engagement Element (Volunteering Only)



\$665

Average Annual Employee Donation per Donor through an Engagement Element



\$602

Average Annual Company Match per Participant through an Engagement Element



8

Average Transactions per Donor through an Engagement Element



13

Average Hours per Volunteer Recorded through an Engagement Element

Disaster Campaigns

A disaster strategy is a necessary and vital element of a company’s employee engagement and social responsibility programs. It is important to have guidelines clearly published and distributed in the event of a natural or man-made disaster. The data below shows the effectiveness of the programs executed in 2019.

\$2.9M
2019 donations

In 2019, over \$2.9M in donations were distributed to nonprofits from a disaster response campaign.

1,744
charities received
donations

1,744 charities received a donation because of the disaster campaign programs facilitated through CSRconnect in 2019.



113

Number of Engagement Elements Dedicated to Disaster Campaign



\$379

Average Disaster Gift per Donor



\$273

Average Employee Donation

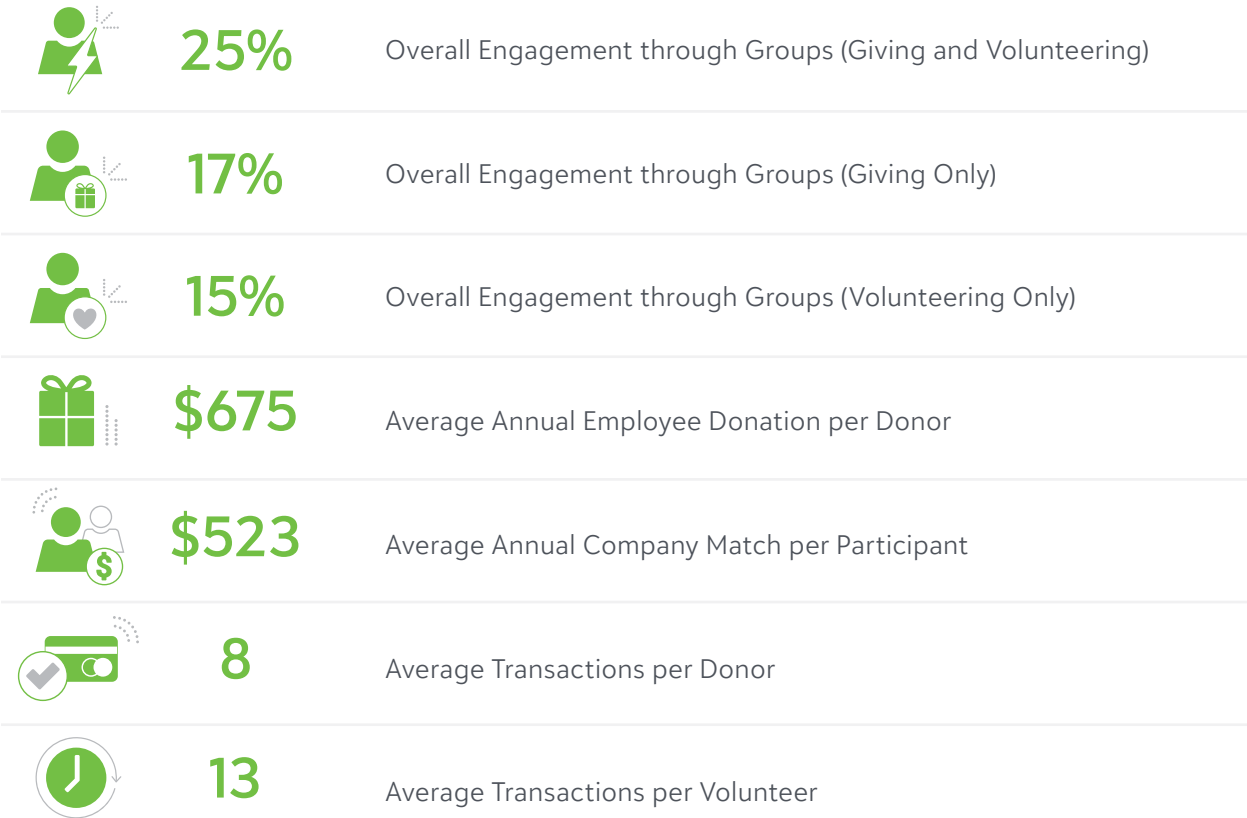


\$263

Average Company Match

Resource Groups

Groups provide employees with similar interests a common place to share documents, send communications, and feature events. The chart below reflects 2019 engagement and participation data from companies who used groups.



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 Five Charity Types for Giving

- 1 Education
- 2 Human Services
- 3 Leisure
- 4 Religion
- 5 Youth

Top Five Charity Types for Volunteering

- 1 Education
- 2 Leisure
- 3 Youth
- 4 Human Services
- 5 Religion

CHAPTER

05

Trends by Industry

Donation Insights

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).

Each industry maintains a high ratio of companies meeting or exceeding the industry average.

Every industry category listed has a bulk of companies' engagement performing within the category median or higher. For example, for each company that is underperforming against the average in overall employee engagement, there are 31 companies meeting or exceeding the average.

Top company performers categorized within Industrial and Consumer Discretionary excel in giving.

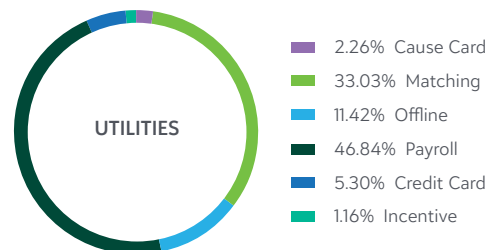
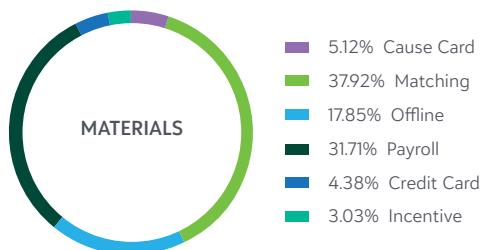
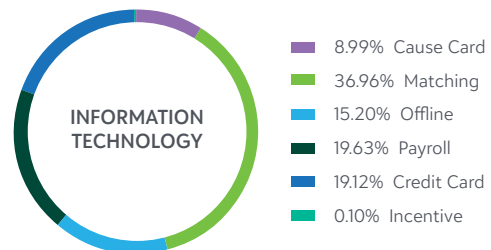
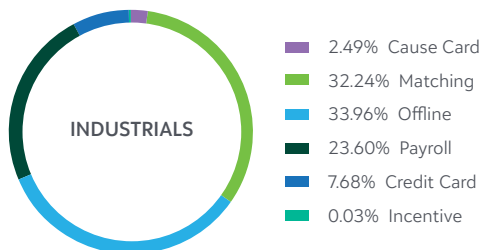
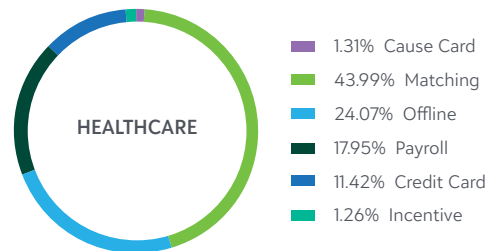
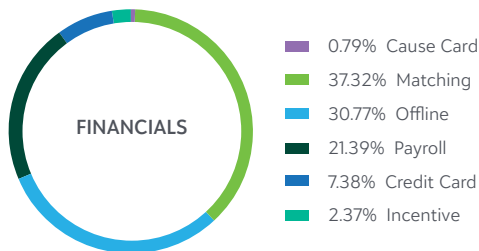
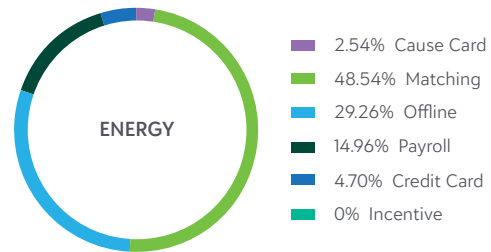
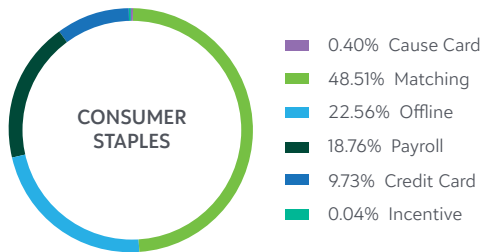
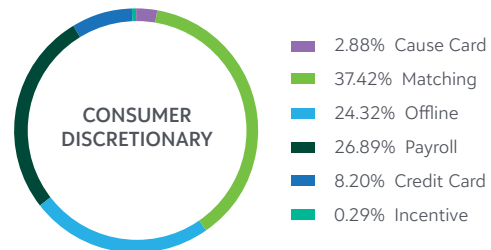
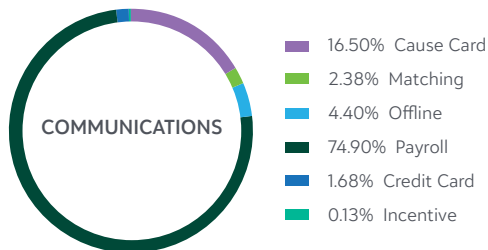
When evaluating the companies that exceed the industry average in employee donations per donor, both Industrial and Consumer Discretionary have employees that give two times more than the top companies within the other 10 industries. Top performing companies within the Industrial and Consumer Discretionary industries see the average donation per donor surpass \$2,000 annually.

Engagement by Industry

Data includes domestic U.S. and global employees n = number of companies	Employee Sample Size	Employee Engagement (Giving/Volunteering)	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Hours per Volunteer
Communications n = 4	224,559	34.00% / 10.00%	\$336	\$218	22
Consumer Discretionary n = 37	636,226	8.00% / 9.00%	\$307	\$520	8
Consumer Staples n = 10	431,511	3.00% / 4.00%	\$727	\$724	13
Energy n = 8	189,812	14.00% / 8.00%	\$1418	\$1451	27
Financials n = 48	671,073	21.00% / 18.00%	\$984	\$791	12
Healthcare n = 30	1,265,552	7.00% / 5.00%	\$557	\$636	10
Industrials n = 31	1,527,995	9.00% / 4.00%	\$869	\$798	18
Information Technology n = 35	596,426	12.00% / 16.00%	\$805	\$661	10
Materials n = 8	95,124	13.00% / 8.00%	\$455	\$399	28
Utilities n = 8	125,623	22.00% / 7.00%	\$565	\$552	28

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.



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Global engagement in giving and volunteering is heavily influenced by a region's economy, culture, and technological capabilities.

CHAPTER

06

Geographic Trends

Geographic Insights

The Geographic Trends section analyzes giving and volunteering program performances broken out by work location for all employees.

More company programs span the globe.

With a hyper focus on a company's philanthropic efforts, companies are beginning to offer employee engagement and social responsibility across the world. In this report, over 50% of companies evaluated have a global giving and/or volunteering element(s) to their program.

Global employees are giving way more than last year!

Global employees are feeling more empowered to give than ever before. The average annual donation amount per donor jumped 32% when comparing 2018 to 2019.

Geographic Engagement

Data includes all industries (domestic and global) n = eligible employee sample size	Domestic North America	Global
Employee Engagement	18.00%	12.00%
Employee Engagement Giving Only	16.00%	3.00%
Employee Engagement Volunteering Only	8.00%	11.00%
Average Annual Employee Donation per Donor	\$696 n = 3,019,913	\$529 n = 807,722
Average Annual Company Match per Participant	\$678	\$317
Average Transactions per Donor	9	4
Average Hours per Volunteer	14 n = 3,391,368	9 n = 893,824

Continent Insights

Asia takes the lead in volunteer engagement over all other continents.

Global engagement in giving and volunteering is heavily influenced by a region's economy, culture, and technological capabilities. Because of these factors, it is not surprising that culture and tradition positions volunteer engagement highest in Asia (16%), followed by Oceania (11%), Europe (8%), North America (8%), and South America (8%).

Asia and North America are tied for overall employee engagement.

Trends show that North America traditionally outpaced other continents in overall employee engagement. However, there is a shift in global philanthropic behavior that now has North America (18%) slightly higher than Asia (17%) in overall employee engagement.

North America still maintains the top spot for giving engagement.

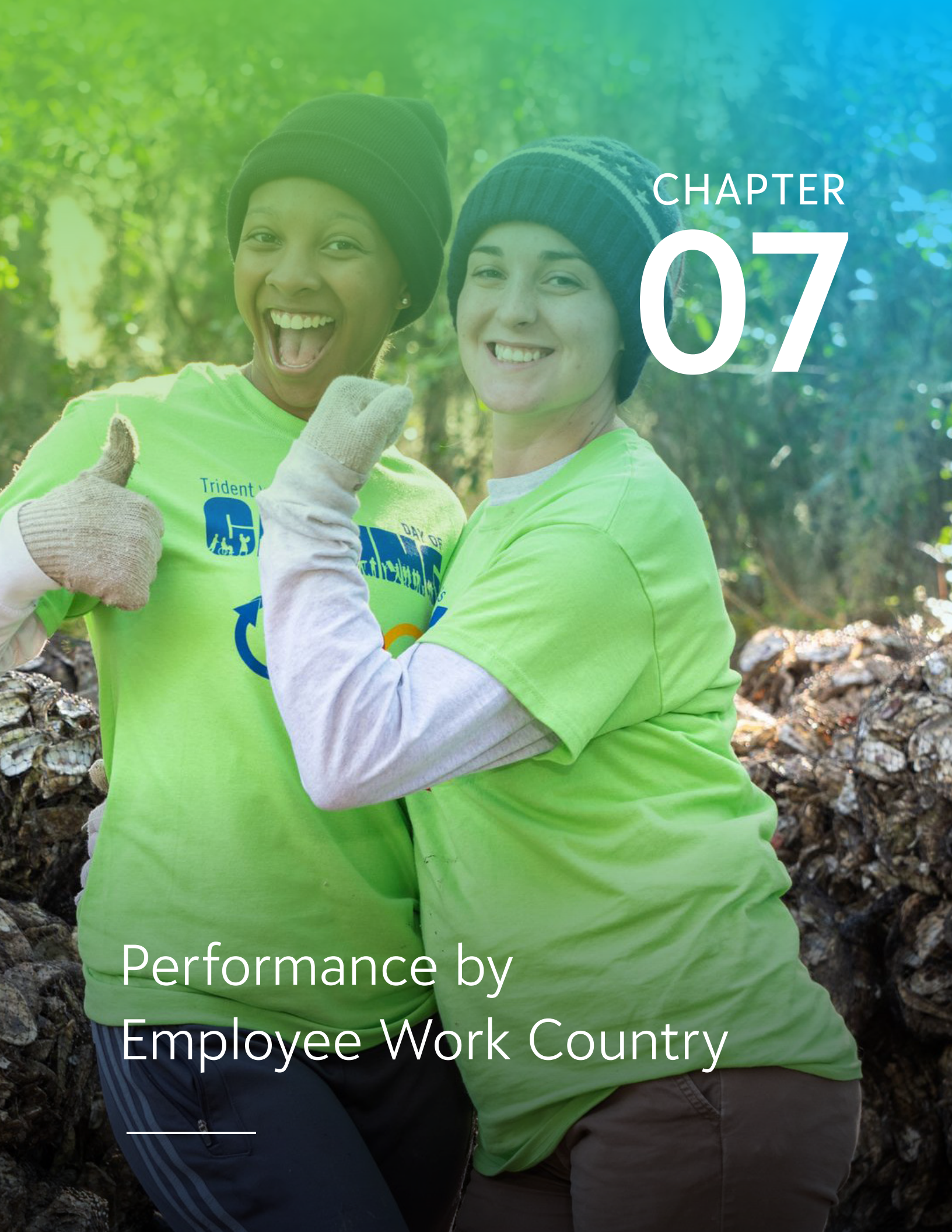
While we are seeing significant shifts in employee engagement across all continents, we still see employees in North America taking the lead in philanthropic giving. Among all continents, North America has the highest engagement rate in giving (15%), followed by Asia (4%), Europe (2%), and Oceania (2%).

Engagement by Continent

n = number of companies s = average employee workforce	Africa n = 39	Asia n = 69	Europe n = 67	North America n = 150	Oceania n = 54	South America n = 50
Employee Engagement	6.32%	17.12%	9.40%	17.55%	11.26%	8.13%
Employee Engagement Giving Only	0.70%	3.51%	2.18%	15.03%	2.17%	0.77%
Employee Engagement Volunteering Only	5.88%	16.35%	8.49%	8.02%	11.11%	8.13%
Average Annual Employee Donation per Donor	\$1,398 s = 25,555	\$585 s = 291,597	\$382 s = 242,235	\$694 s = 3,194,894	\$403 s = 18,178	\$787 s = 55,174
Average Annual Company Match per Participant	\$1,123	\$272	\$360	\$672	\$357	\$349
Average Transactions per Donor	21	3	3	9	2	3
Average Hours per Volunteer	6 s = 26,706	8 s = 347,665	10 s = 260,894	14 s = 3,573,225	7 s = 18,265	8 s = 58,182

”

Global employees
are feeling more
empowered to give
than ever before.

The image features two women in the foreground, both wearing bright green t-shirts and dark beanie hats. They are smiling and giving thumbs-up gestures. The woman on the left is wearing a green beanie and a green t-shirt with a logo that includes the word 'Trident' and a recycling symbol. The woman on the right is wearing a dark beanie and a green t-shirt. They are standing in front of a stone wall. The background is a lush green forest. The text 'CHAPTER 07' is overlaid in the top right corner, and 'Performance by Employee Work Country' is overlaid in the bottom left corner.

CHAPTER
07

Performance by
Employee Work Country

Employee Work Country Code	Employee Work Country	Engagement Rate Giving	Engagement Rate Volunteering	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Gift Transactions per Gift Requester	Average Hours per Volunteer
TOTAL		2.88%	11.01%	\$529	\$317	4	9
AF	Afghanistan	0.00%	0.00%				
DZ	Algeria	0.00%	0.00%				
AS	American Samoa	0.00%	0.00%				
AO	Angola	1.45%	0.09%	\$2,566	\$2,498	41	30
AG	Antigua and Barbuda	0.00%	0.00%				
AR	Argentina	1.02%	7.72%	\$2,918	\$893	10	7
AM	Armenia						
AW	Aruba	0.00%	0.00%				
AU	Australia	2.34%	11.59%	\$391	\$341	2	7
AT	Austria	0.45%	2.40%	\$115	\$231	2	5
AZ	Azerbaijan	3.13%	0.00%	\$783	\$783	102	
BS	Bahamas (the)	3.23%	48.39%	\$2,865	\$865	3	2
BH	Bahrain	0.00%	30.77%				33
BD	Bangladesh	2.59%	24.84%	\$4,691	\$4,151	106	7
BB	Barbados	0.00%	0.00%				
BY	Belarus	0.00%	18.48%				10
BE	Belgium	0.89%	4.84%	\$163	\$246	3	18
BZ	Belize	0.00%	0.00%				
BM	Bermuda	0.00%	0.00%	\$75	\$100	2	
BO	Bolivia (Plurinational State of)	0.00%	0.00%				
BA	Bosnia and Herzegovina	0.00%	0.00%				
BR	Brazil	1.11%	11.69%	\$81	\$226	2	9
BN	Brunei Darussalam						
BG	Bulgaria	2.49%	25.61%		\$250	1	10
KH	Cambodia	0.00%	0.00%				
CM	Cameroon		18.92%				9
CA	Canada	8.12%	9.95%	\$664	\$472	7	8
KY	Cayman Islands (the)	0.00%	0.00%				
CL	Chile	0.09%	1.72%	\$40	\$143	2	9
CN	China	1.30%	17.55%	\$847	\$207	2	8
CO	Colombia	0.38%	2.52%	\$182	\$246	2	8
CD	Congo (the Democratic Republic of the)	0.00%	0.00%				
CG	Congo (the)	22.22%	0.00%	\$2,577	\$2,577	72	
CR	Costa Rica	0.40%	13.05%	\$28	\$203	2	11
CI	Côte d'Ivoire	0.00%	0.00%				
HR	Croatia	0.53%	7.49%	\$44	\$50	5	7
CY	Cyprus	2.65%	33.33%		\$200	1	6
CZ	Czechia	0.73%	3.83%	\$339	\$269	2	12
DK	Denmark	2.09%	8.33%	\$94	\$131	1	34
DM	Dominica	0.00%	0.00%				
DO	Dominican Republic (the)	0.08%	2.81%	\$33	\$114	2	7
EC	Ecuador	0.00%	7.27%				4
EG	Egypt	0.04%	0.64%	\$29	\$74	2	6
SV	El Salvador	0.00%	0.17%				4
ER	Eritrea	0.00%	0.00%				
EE	Estonia	0.00%	41.44%		\$400	1	5
SZ	Eswatini	0.00%	0.00%				
ET	Ethiopia	0.00%	0.00%				
FJ	Fiji	0.00%					
FI	Finland	0.33%	21.55%	\$245	\$375	6	5
FR	France	1.08%	6.81%	\$349	\$327	4	7
PF	French Polynesia	0.00%	0.00%				

Employee Work Country Code	Employee Work Country	Engagement Rate Giving	Engagement Rate Volunteering	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Gift Transactions per Gift Requester	Average Hours per Volunteer
GE	Georgia	0.00%	0.00%				
DE	Germany	1.60%	5.55%	\$335	\$374	3	14
GH	Ghana	8.33%	0.00%	\$1,200	\$1,200	48	
GI	Gibraltar	12.00%	0.00%	\$207	\$207	3	
GR	Greece	0.69%	1.96%	\$225	\$236	2	7
GD	Grenada	0.00%	0.00%				
GU	Guam	0.00%	0.00%				
GT	Guatemala	0.00%	0.90%				9
GG	Guernsey	0.00%	0.00%				
HN	Honduras	0.00%	1.97%				5
HK	Hong Kong	2.39%	9.24%	\$459	\$692	8	6
HU	Hungary	2.79%	14.93%	\$1,286	\$407	2	27
IS	Iceland	0.00%	37.50%				5
IN	India	5.39%	18.68%	\$157	\$168	1	9
ID	Indonesia	0.54%	1.50%	\$2,098	\$2,062	51	5
IR	Iran (Islamic Republic of)	0.00%	0.00%				
IQ	Iraq	0.00%	0.00%				
IE	Ireland	4.90%	13.30%	\$321	\$345	2	10
IM	Isle of Man	0.00%	0.00%				
IL	Israel	8.50%	13.64%	\$533	\$449	2	7
IT	Italy	1.74%	6.99%	\$205	\$268	3	8
JM	Jamaica	0.00%	3.03%				6
JP	Japan	1.24%	13.76%	\$168	\$191	3	4
JE	Jersey	0.00%	0.00%				
JO	Jordan	0.00%	14.95%				15
KZ	Kazakhstan	14.93%	2.88%	\$3,006	\$2,808	43	16
KE	Kenya	0.55%	14.76%	\$98	\$98	2	5
KR	Korea (the Republic of)	0.60%	6.65%	\$2,532	\$646	9	5
KW	Kuwait	0.00%	6.76%				12
KG	Kyrgyzstan	0.00%	0.00%				
LV	Latvia	1.32%	11.88%	\$1,124	\$1,124	2	2
LB	Lebanon	0.32%	5.67%	\$25	\$25	2	6
LR	Liberia						
LT	Lithuania	0.24%	21.24%	\$55	\$125	1	13
LU	Luxembourg	1.12%	0.37%	\$48	\$40	2	3
MO	Macao	0.00%	0.00%				
MG	Madagascar						
MY	Malaysia	15.56%	48.23%	\$78	\$250	2	9
MT	Malta	0.00%	0.00%				
MH	Marshall Islands (the)	0.00%	33.33%				2
MX	Mexico	0.59%	2.21%	\$103	\$80	1	20
FM	Micronesia (Federated States of)	6.00%	20.00%	\$20	\$100	4	8
MD	Moldova (the Republic of)						
MC	Monaco	0.00%	0.00%				
ME	Montenegro	0.00%	0.00%				
MA	Morocco	0.71%	23.06%		\$183	1	5
MM	Myanmar	0.00%	0.00%				
NP	Nepal	0.00%	55.36%				7
NL	Netherlands (the)	2.42%	7.26%	\$261	\$270	3	11
NZ	New Zealand	1.25%	7.91%	\$641	\$579	2	11
NI	Nicaragua	0.00%	0.00%				
NE	Niger (the)	0.00%	0.00%				
NG	Nigeria	8.17%	0.83%	\$2,107	\$2,001	52	7
NO	Norway	0.58%	6.10%	\$50	\$703	2	6

Employee Work Country Code	Employee Work Country	Engagement Rate Giving	Engagement Rate Volunteering	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Gift Transactions per Gift Requester	Average Hours per Volunteer
OM	Oman	0.00%	0.00%				
PK	Pakistan	0.05%	6.26%	\$839	\$363	2	5
PW	Palau	3.77%	0.00%	\$12		4	
PA	Panama	6.09%	35.83%	\$59	\$184	1	6
PY	Paraguay	0.00%	0.00%				
PE	Peru	0.10%	5.01%	\$18	\$200	1	4
PH	Philippines (the)	2.35%	29.94%	\$363	\$109	3	6
PN	Pitcairn	0.00%	0.00%				
PL	Poland	1.81%	14.78%	\$66	\$151	2	7
PT	Portugal	0.39%	5.15%	\$186	\$256	3	5
PR	Puerto Rico	24.88%	9.26%	\$112	\$113	8	10
QA	Qatar	3.53%	12.12%	\$2,050	\$1,867	2	10
MK	Republic of North Macedonia	0.00%	0.00%				
RE	Réunion	0.00%	0.00%				
RO	Romania	1.08%	11.52%	\$80	\$205	2	7
RU	Russian Federation (the)	0.09%	3.41%	\$2,255	\$2,058	14	11
KN	Saint Kitts and Nevis	0.00%	0.00%				
LC	Saint Lucia	0.00%	0.00%				
WS	Samoa	0.00%	0.00%				
SA	Saudi Arabia	0.06%	1.24%	\$80	\$200	1	9
SN	Senegal	0.00%	0.00%				
RS	Serbia	0.08%	4.45%	\$25	\$188	2	7
SG	Singapore	3.88%	19.22%	\$488	\$400	3	7
SK	Slovakia	7.31%	59.72%	\$39	\$108	1	10
SI	Slovenia	0.00%	15.02%				8
SO	Somalia	0.00%	0.00%				
ZA	South Africa	1.12%	5.92%	\$120	\$200	3	7
ES	Spain	1.61%	5.94%	\$149	\$179	2	5
LK	Sri Lanka	2.82%	0.00%	\$2,040	\$1,120	74	
SR	Suriname						
SE	Sweden	2.56%	8.50%	\$243	\$452	3	10
CH	Switzerland	1.24%	11.79%	\$563	\$329	3	4
TW	Taiwan	8.36%	24.00%	\$575	\$406	3	16
TA	Tanzania	0.00%	18.90%				6
TH	Thailand	3.43%	1.42%	\$522	\$509	9	5
TT	Trinidad and Tobago	0.00%	18.18%				9
TN	Tunisia	0.00%	0.00%				
TR	Turkey	0.76%	6.19%	\$181	\$173	2	5
TC	Turks and Caicos Islands (the)	0.00%	0.00%				
UG	Uganda		0.00%				
UA	Ukraine	0.00%	7.14%				6
AE	United Arab Emirates (the)	4.65%	3.63%	\$542	\$586	2	5
GB	United Kingdom of Great Britain and Northern Ireland (the)	3.12%	6.07%	\$555	\$600	4	9
UY	Uruguay	0.00%	3.00%				10
UZ	Uzbekistan	0.00%	0.00%				
VE	Venezuela (Bolivarian Republic of)	0.14%	2.37%	\$5,633	\$5,633	19	7
VN	Vietnam	0.08%	0.40%		\$150	1	30
VG	Virgin Islands (British)	0.00%	0.00%				
VI	Virgin Islands (U.S.)	0.00%	0.00%				
ZW	Zimbabwe	0.00%	0.00%				



CHAPTER

08

Performance by
Employee Work State

U.S. Work State	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	13.73%	5.77%	\$704	\$397	6	18
AL	19.47%	11.36%	\$456	\$302	9	24
AR	10.20%	4.44%	\$490	\$762	8	12
AZ	12.97%	8.61%	\$736	\$428	7	12
CA	15.60%	6.90%	\$793	\$736	10	17
CO	12.66%	7.34%	\$529	\$438	6	13
CT	13.63%	5.93%	\$1,099	\$1,072	10	14
DC	17.60%	6.99%	\$1,567	\$1,361	8	11
DE	5.49%	4.64%	\$632	\$476	6	11
FL	15.35%	6.60%	\$382	\$362	7	14
GA	17.25%	5.62%	\$651	\$530	10	18
HI	4.42%	3.69%	\$299	\$797	9	8
IA	22.93%	15.58%	\$962	\$655	6	16
ID	15.77%	12.80%	\$416	\$388	5	10
IL	20.50%	8.02%	\$656	\$614	10	11
IN	10.09%	3.58%	\$507	\$709	12	30
KS	11.26%	3.65%	\$379	\$483	8	14
KY	10.78%	3.94%	\$408	\$566	9	33
LA	11.78%	4.11%	\$562	\$745	10	14
MA	16.04%	12.93%	\$656	\$635	6	9
MD	11.29%	6.52%	\$504	\$594	8	12
ME	6.34%	1.14%	\$519	\$785	9	16
MI	13.25%	13.00%	\$661	\$899	8	10
MN	22.36%	14.37%	\$907	\$660	7	13
MO	21.07%	8.20%	\$679	\$638	8	16
MS	20.72%	4.44%	\$328	\$770	14	15
MT	19.20%	8.12%	\$662	\$539	7	21
NC	19.97%	10.94%	\$938	\$627	12	14
ND	11.24%	6.06%	\$832	\$780	5	17
NE	11.12%	9.19%	\$919	\$680	6	13
NH	10.69%	4.10%	\$597	\$755	8	36
NJ	16.56%	7.17%	\$609	\$602	10	12
NM	14.09%	9.62%	\$476	\$368	6	22
NV	24.13%	6.27%	\$163	\$354	13	9
NY	16.94%	9.15%	\$1,199	\$942	6	8
OH	12.99%	5.75%	\$664	\$716	10	14
OK	12.74%	8.76%	\$472	\$636	9	14
OR	22.30%	12.07%	\$674	\$772	10	14
PA	18.07%	6.70%	\$910	\$733	14	12
RI	5.74%	4.16%	\$488	\$665	6	11
SC	11.61%	5.44%	\$563	\$530	9	24
SD	28.95%	22.49%	\$532	\$419	5	14
TN	20.83%	8.98%	\$584	\$569	7	9
TX	17.57%	9.67%	\$703	\$711	10	13
UT	9.34%	5.35%	\$663	\$413	5	12
VA	11.73%	6.40%	\$803	\$873	7	14
VT	8.39%	3.19%	\$658	\$830	10	9
WA	14.29%	7.04%	\$769	\$663	9	18
WI	16.41%	9.12%	\$1,041	\$1,057	9	32
WV	7.35%	2.28%	\$414	\$640	8	14
WY	10.61%	8.19%	\$832	\$669	5	17
TOTAL	16.40%	8.13%	\$696	\$678	9	14

Performance in the Top U.S. Cities

Austin, TX

Employee Engagement (Giving): 15%
Employee Engagement (Volunteering): 10%
Average Annual Employee Donation per Donor: \$840
Average Annual Company Match per Participant: \$695
Average Transactions per Donor: 11
Average Hours per Volunteer: 12
Total Transactions in 2019: \$7,447,495
N (eligible employee sample size): 34,868

Indianapolis, IN

Employee Engagement (Giving): 16%
Employee Engagement (Volunteering): 3%
Average Annual Employee Donation per Donor: \$658
Average Annual Company Match per Participant: \$701
Average Transactions per Donor: 12
Average Hours per Volunteer: 47
Total Transactions in 2019: \$1,597,237
N (eligible employee sample size): 15,493

Philadelphia, PA

Employee Engagement (Giving): 18%
Employee Engagement (Volunteering): 14%
Average Annual Employee Donation per Donor: \$1,063
Average Annual Company Match per Participant: \$645
Average Transactions per Donor: 6
Average Hours per Volunteer: 9
Total Transactions in 2019: \$2,863,470
N (eligible employee sample size): 16,343

San Francisco, CA

Employee Engagement (Giving): 32%
Employee Engagement (Volunteering): 14%
Average Annual Employee Donation per Donor: \$1,252
Average Annual Company Match per Participant: \$743
Average Transactions per Donor: 10
Average Hours per Volunteer: 15
Total Transactions in 2019: \$13,373,500
N (eligible employee sample size): 23,533

Dallas, TX

Employee Engagement (Giving): 35%
Employee Engagement (Volunteering): 16%
Average Annual Employee Donation per Donor: \$914
Average Annual Company Match per Participant: \$750
Average Transactions per Donor: 12
Average Hours per Volunteer: 14
Total Transactions in 2019: \$14,850,664
N (eligible employee sample size): 35,220

Los Angeles, CA

Employee Engagement (Giving): 22%
Employee Engagement (Volunteering): 6%
Average Annual Employee Donation per Donor: \$953
Average Annual Company Match per Participant: \$911
Average Transactions per Donor: 6
Average Hours per Volunteer: 15
Total Transactions in 2019: \$4,869,334
N (eligible employee sample size): 20,354

San Antonio, TX

Employee Engagement (Giving): 16%
Employee Engagement (Volunteering): 8%
Average Annual Employee Donation per Donor: \$390
Average Annual Company Match per Participant: \$378
Average Transactions per Donor: 8
Average Hours per Volunteer: 13
Total Transactions in 2019: \$2,837,920
N (eligible employee sample size): 33,424

Chicago, IL

Employee Engagement (Giving): 21%
Employee Engagement (Volunteering): 11%
Average Annual Employee Donation per Donor: \$844
Average Annual Company Match per Participant: \$635
Average Transactions per Donor: 9
Average Hours per Volunteer: 9
Total Transactions in 2019: \$7,514,232
N (eligible employee sample size): 34,861

Houston, TX

Employee Engagement (Giving): 19%
Employee Engagement (Volunteering): 13%
Average Annual Employee Donation per Donor: \$1,084
Average Annual Company Match per Participant: \$1,229
Average Transactions per Donor: 15
Average Hours per Volunteer: 13
Total Transactions in 2019: \$16,053,842
N (eligible employee sample size): 45,865

New York, NY

Employee Engagement (Giving): 22%
Employee Engagement (Volunteering): 11%
Average Annual Employee Donation per Donor: \$1,512
Average Annual Company Match per Participant: \$831
Average Transactions per Donor: 5
Average Hours per Volunteer: 7
Total Transactions in 2019: \$25,209,855
N (eligible employee sample size): 64,360

San Diego, CA

Employee Engagement (Giving): 21%
Employee Engagement (Volunteering): 7%
Average Annual Employee Donation per Donor: \$533
Average Annual Company Match per Participant: \$718
Average Transactions per Donor: 7
Average Hours per Volunteer: 18
Total Transactions in 2019: \$4,049,795
N (eligible employee sample size): 23,756

Jacksonville, FL

Employee Engagement (Giving): 12%
Employee Engagement (Volunteering): 10%
Average Annual Employee Donation per Donor: \$575
Average Annual Company Match per Participant: \$377
Average Transactions per Donor: 6
Average Hours per Volunteer: 15
Total Transactions in 2019: \$1,235,741
N (eligible employee sample size): 14,136

Phoenix, AZ

Employee Engagement (Giving): 9%
Employee Engagement (Volunteering): 8%
Average Annual Employee Donation per Donor: \$710
Average Annual Company Match per Participant: \$434
Average Transactions per Donor: 6
Average Hours per Volunteer: 12
Total Transactions in 2019: \$1,750,207
N (eligible employee sample size): 26,116

San Jose, CA

Employee Engagement (Giving): 21%
Employee Engagement (Volunteering): 7%
Average Annual Employee Donation per Donor: \$732
Average Annual Company Match per Participant: \$595
Average Transactions per Donor: 6
Average Hours per Volunteer: 11
Total Transactions in 2019: \$2,976,776
N (eligible employee sample size): 13,621



Charleston's Blackbaud employees participate in a beach cleanup during Day of Caring.

CHAPTER

09



Payment Processing

Engagement Insights

The following data is a comprehensive review of all companies processing payments within CSRconnect over a two-year period.

Charities recognize the efficiencies and effectiveness of receiving donations through the automated clearing house (ACH) payment. There was tremendous growth in the number of charities taking advantage of this payment processing method in 2019.



7%[▲]
increase in payments

In 2019, there was a 7% increase in payment quantity and amount disbursed through ACH.



1.5x[▲]
more dollars processed

1.5 times more dollars were processed through ACH in 2019 than through ACH in 2018.



40%[▲]
ACH registration increase

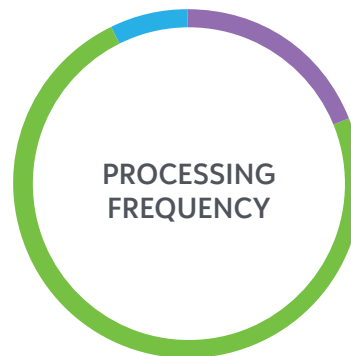
The accumulated total number of ACH registration increased by 40% in 2019 compared to 2018.



Blackbaud employees participate in a Habitat for Humanity build on Day of Caring.

Processing Frequency

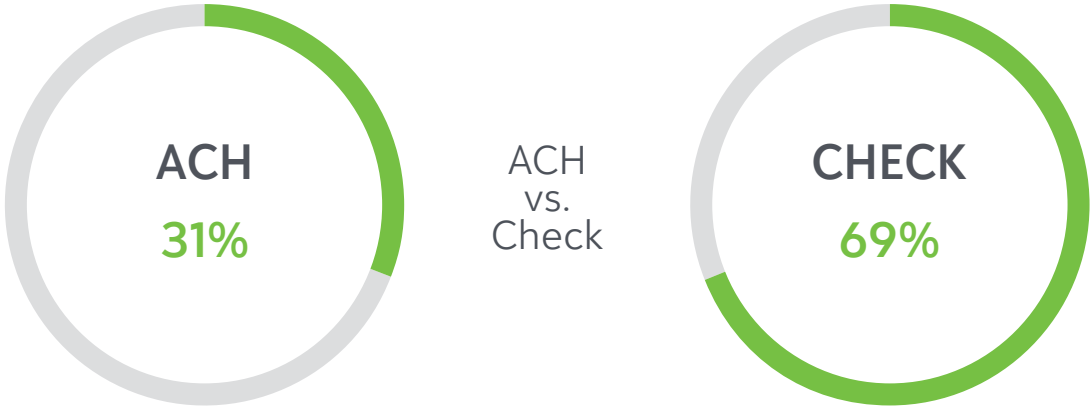
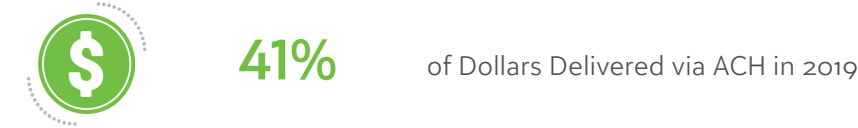
Processing frequencies vary by company. Below is the breakdown of the recommended frequencies currently used by CSRconnect customers in 2019.



- 19% Quarterly
- 74% Monthly
- 7% Other

ACH Registration

We continue to recognize the importance and convenience of allowing nonprofit organizations to receive donations via automated clearing house (ACH) payments. For that reason and for simply wanting to do good, CSRconnect remains one of the only social responsibility platforms that will not charge a check fee if a nonprofit is unable to receive donated funds electronically.



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The idea of businesses not only striving to be good citizens but also seeking to address core societal issues is nothing new. But it is exciting to see the positive headwinds bringing this conversation to the forefront.

A woman with a warm smile is the central focus, wearing a grey quilted vest over a dark turtleneck and a light-colored, textured headwrap. She is looking slightly to her right. The background is a church service with people in dark robes, some with their hands raised in prayer. A white cross stands in the background, and a bouquet of white flowers is visible in the lower right. The lighting is soft, and the overall mood is peaceful and celebratory.

CHAPTER

10

Overall Methodology

Overview

To construct the eighth edition of the *Industry Review*, data was collected from companies with at least two years of usage within the CSRconnect system. The analysis only considered data from January 1, 2019, to December 31, 2019, except where otherwise noted. The data is not a reflection of any one specific organization, but rather a broad overview of all data collected from users over a period of 12 months.

Data

The complete analysis only considered data captured within the CSRconnect system that is currently stored within the active database. Additional data points referenced within the Standard Industrial Classification (SIC) 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 drastic differences between previous industry reports and this edition—specifically as it relates to global employees and the donation distribution as it relates to region. Because the data used is from active CSRconnect and GrantsConnect clients, the underlying customer sample has changed significantly between January 1, 2015 to December 31, 2019.

Guiding Principles

Transparency: The topics covered within this *Industry Review* were influenced by questions most frequently asked of CSRconnect and GrantsConnect customers, 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.

Design: Great design makes 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. The team responsible for this *Industry Review* has placed a considerable amount of time creating visual appeal while maintaining data integrity.

Foundation Building: With this edition complete, 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 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, 2019 to December 31, 2019 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 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 in a calendar year.

Domestic Regional Breakdown

Northern Region (N): Minnesota, Michigan, North Dakota, South Dakota, Montana, Wisconsin, and Wyoming

Eastern Region (E): 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.

Western Region (W): Idaho, California, Washington, Arizona, Utah, Oregon, Nevada, Alaska, and Hawaii

Midwest Region (MW): Nebraska, Iowa, Illinois, Kentucky, Kansas, Missouri, Indiana, and Colorado

Southern Region (S): Texas, New Mexico, Oklahoma, Tennessee, Louisiana, Arkansas, Florida, Alabama, and Mississippi

Industry Categorization

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

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

Consumer Staples: Consumer Products, Food and Beverage, Retail Staples, Supermarkets, Tobacco

Energy: Exploration and Production, Integrated Oils, Oil and Gas Services, Pipeline, Refining, Renewable Energy

Financials: Banking, Commercial Finance, Consumer Finance, Financial Services, Life Insurance, Property and Casualty, Real Estate

Health Care: Health Care Facilities and Services, Managed Care, Medical Equipment and Devices, Pharmaceuticals

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

Materials: Chemicals, Construction Materials, Construction and Packaging, Forest and Paper Products, Metals and Mining

Technology: Communications Equipment, Hardware, Software and Services

Utilities: Electric and 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 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 qualified participants the ability to donate 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 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.

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 activities surrounding a specific human or natural disaster to encourage employee engagement and assistance.

Dollars-for-Doers: An incentive program that rewards volunteers with a donation to an organization on behalf of the company in recognition of the employee’s volunteer activities.

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

Incentive: A type of company match for participation in employee engagement programs. Incentives can be earned through volunteer activities, such as team events or individual volunteer activity, or issued individually to an employee based on activity in a program ran outside of the CSRconnect system.

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 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: An employee who has volunteered for at least one event through the platform and/or has 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 unique donation performed within CSRconnect Employee Engagement.

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.

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