

# 10<sup>th</sup> ANNUAL INDUSTRY REPORT

We continue to connect companies in the Global Good Network™ to each other by providing benchmarking data and insights that help CSR leaders make decisions about how to build and grow their programs.

We highlight a few key metrics on this page from the findings on programs from participating clients using CSRconnect and/or GrantsConnect.

Findings in this report are from a subset of the entire client and employee population and evaluate:

**385** participating companies

**7.6M** over 7.6 million employees from participating companies

## KEY INSIGHTS

 **\$1,248**  
average gift per donor including company match dollars

 **\$607M**  
over \$607 million in grants were awarded from clients using GrantsConnect in 2021

 **118**  
number of countries where employees engaged in social impact

 **6.3M**  
employees volunteered over 6.3 million hours

 **51%**  
of companies evaluated covered credit card fees on donations made through CSRconnect

 **44%**  
of donations were funded by company dollars including matching gifts and rewards in CSRconnect

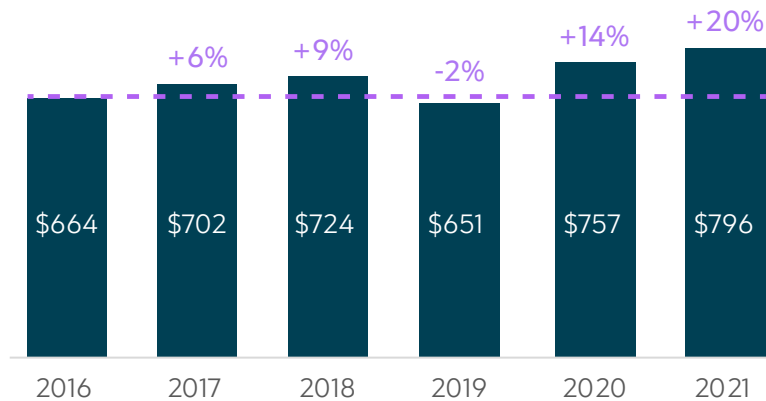
 **72%** hours in-person

The pie chart shows the percentage of virtual vs. in-person for the over 6.3 million volunteer hours.

## TRENDS OVERTIME

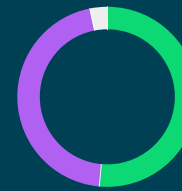
Each year we look for insights that can help build the business case for companies to continue to invest in social impact initiatives. **For the first time in 10 issues**, we decided to take a look back and review how a few key metrics have changed over time.

### Average Full-time Donation Amount



The data reviews the global average annual full-time employee donation amounts. The percent difference between the donation amount in 2016 and each year following shows that donations have grown to be 20% higher in 2021.

### Program Trends



In 2021, **over \$5.8 million** was donated to support disaster campaigns. The pie chart shows the percent of donations funding COVID-19, Social Justice or other (earthquakes, wildfire, hurricane, etc.)

- 51% COVID-19
- 45% Other
- 3% Social Justice

### Geographic Trends

U.S. employees lead in giving engagement rate and average employee donation.



Global employees outside the U.S. lead in volunteer engagement rate.

### Trends by Enterprise Size

Companies with **under 1,000 employees** continue to lead in engagement rates and average donation amount.

**\$5,048**  
average gift per donor including match dollars.



**120%**  
higher than the average gift among all employees

### Industry Trends



**Communications** companies had the highest combined engagement rate at 18.4%