

2022 | ISSUE 10

# CSR Industry Review



A review of employee engagement program trends and corporate philanthropy from the Global Good Network™

# THE MISSION

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Since 2015, the Industry Review has been developed to provide corporations insight into employee engagement and social responsibility. Observations of key learnings and trends throughout this report were analyzed through data collected within the CSRconnect® and GrantsConnect® platforms. The 2022 report consolidates and details data collected between January and December 2021. Our team sets out to identify shifts in employee philanthropic behavior, as well as 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.

For this 10th anniversary of the Industry Review we provided a look back at trends over time. This report continues to provide insights that help companies large and small craft programs that fit into their company culture and drive employee engagement that creates social impact around the world.

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# WHAT TO KNOW

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Before you dive into the *Industry Review*, it is important to understand a little more about the data and terminology used throughout the report. Below are the most used terms, and 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, 2021, from 385 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, that allows 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 a volunteer match 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 the 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 with which they volunteered.

# INTRODUCTION

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Welcome to the 10th Industry Review, which provides information each year about employee engagement and corporate social responsibility trends across hundreds of companies.

As I plan social responsibility strategies for Blackbaud, I have come to rely on this report to help me understand the broader ecosystem within which we all strive to deliver impact and engage our people. This time last year, I found myself reflecting on how the pandemic connected us all globally and hyper-locally. I continue to feel this way, especially as we fully embrace what we call a remote-first work environment and seek to learn, each day, what our people and our communities need to thrive.

As social responsibility professionals, we are working in a world that is changing dramatically and with people who are seeking increased support from their employers to help manage through these shifts. Although we would all like to think we know the answers about what strategies will deliver the best results, the reality is that we are all learning together. This report is about just that, learning together, from each other.

It is my hope that this report helps you gain broader context for your work. To me, the fact that the smallest companies in the study continued to lead in engagement rates and overall donation amounts came as no surprise. A fundamental question, to me, has always been how to scale the connection and relationships people feel in smaller organizations. Now, we face how to do that in an increasingly remote world, where people are less

likely to have opportunities to be fed by in-person human connection. It is also no surprise to me that traditional pledge campaigns continue to shift toward the year-round giving model as this supports the desire to meet and engage employees where they are and on what they care about. Traditional campaigns continue to play a key role, however, as a launch pad for automating employee giving and a way to establish a culture around the practice.

I am heartened by the data showing that more small businesses are launching giving campaigns. I am of the opinion that every organization – let alone every business regardless of size – is well served to figure out how to cultivate a focus on giving and service within its own employee community. I take pride in my own work in helping our people be Agents of Good and know you both share in that commitment and the positive engagement and impact it results in around the world.



Thank you for the great work you do, every day.


**Rachel Hutchisson**

Vice President, Global Social Responsibility, Blackbaud

# KEY INSIGHTS

We continue to connect companies in the Global Good Network™ to each other by providing 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.

This year we've been able to analyze the data in new ways and we show a preview of that on this page. Throughout the report we reference any new data points in this issue with this symbol .

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



**118**

number of countries where employees engaged in social impact



**\$1,248**

average gift per donor including company match dollars



**6.3M**

employees volunteered over 6.3 million hours



**\$607M**

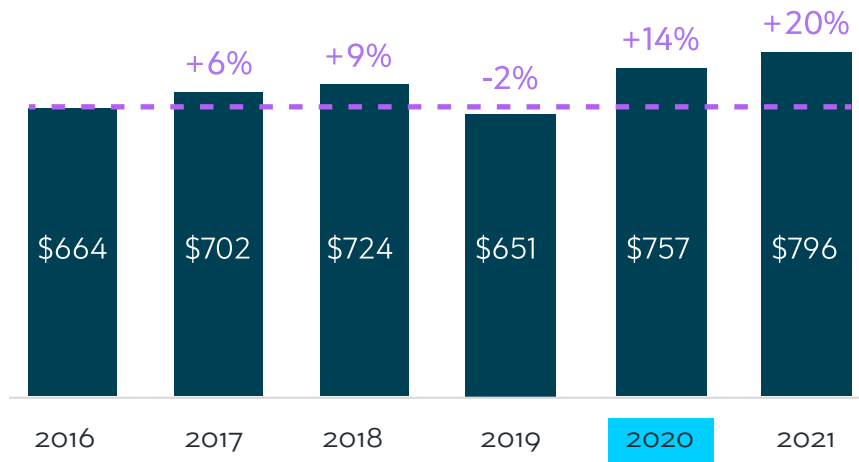
over \$607 million in grants were awarded from clients using GrantsConnect in 2021

## NEW DATA

- 1** Virtual vs. In-person Volunteer Hours  
72% of total volunteer hours were in-person.
- 2** Giving Methods Offered by Enterprise Size  
Most companies offer offline giving.
- 3** Distribution of Donation Dollars by Giving Method  
43.7% of the total donations were funded by company dollars.

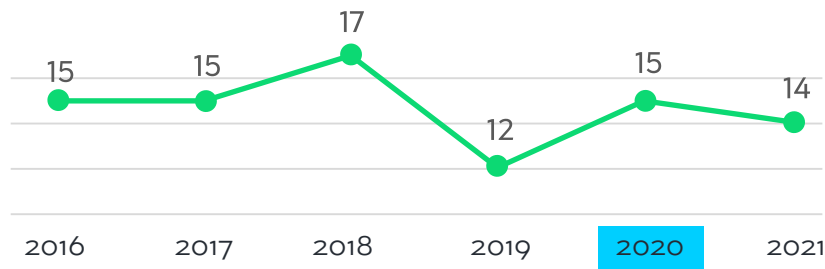
# TRENDS OVER TIME

Each year we look for insights that can help build the business case for companies to continue to invest in social impact initiatives. We believe this data shows companies and their employees they are making a difference together. **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. It's important to note that over the years our client base and the number of employees we have been able to evaluate has significantly grown and that **all years reflect a subset of participating companies from our total client base**.



## Average Full-time Employee 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.



## Average Full-time Employee Volunteer Hours

The data reviews the global average annual volunteer hours per participant for full-time employees. Through the years, employees have remained fairly consistent in the amount of time they spend volunteering.

**Insight:** We believe employees stepped up to respond to hardships from the pandemic and support their communities.

## SECTION

# 01 Global Employee Engagement

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### Insights

➤ **Employees volunteered more in-person than virtually.**

72% of all volunteer hours recorded in CSRconnect were in-person. We also show the percent of virtual volunteer hours by employee type. Retired employees volunteered only 8% of their hours virtually.

➤ **Employees favored individual volunteering over group events.**

For the second year in a row, all employee types contributed higher average volunteer hours for individual events vs. group events.



# Engagement Rates and Giving by Employee Type

The data reviews global employee engagement rates for giving and volunteering as well as the average donation, company match per donor and volunteer hours per employee.

	Full-Time	Retiree	Contractor
Combined Engagement	10.68%	4.2%	5.74%
Giving Engagement	9.43%	4.24%	4.03%
Volunteering Engagement	5.62%	0.56%	2.92%
Average Annual Employee Donation per Donor	\$796 n = 4,957,951	\$2,599 n = 234,887	\$667 n = 589,910
Average Annual Company Match per Participant	\$753	\$1,978	\$467
Average Transactions per Donor	9	10	6
Average Hours per Employee	14	88	26

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

# Volunteer Hours by Group Size

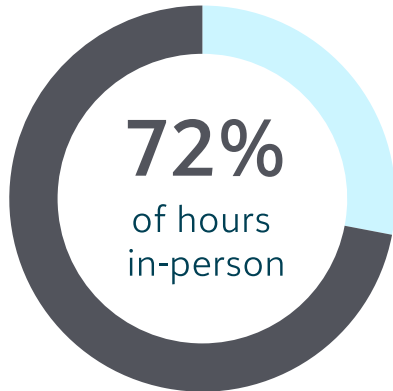
	Individual Avg. Hours	Small Team Avg. Hours	Medium Team Avg. Hours	Large Team Avg. Hours
Full-time	39	13	14	12
Retiree	100	12	4	4
Contractor	39	13	14	12

The table shows the average hours of employees that participated in a group or individual volunteer event. Group size is based on the number of participants: Individual (not a team event), Small Team (1 - 10), Medium Team (11- 50), Large Team (51+).

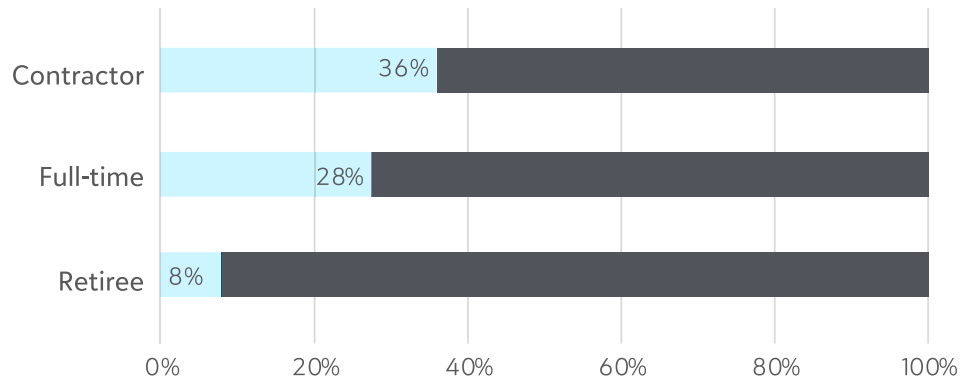
## ! Virtual vs. In-Person

The pie chart shows the percentage of virtual vs. in-person for all volunteer hours. The bar chart represents the percentage of hours that were virtual by employee type.

Total Hours



% Hours Virtual by Employee Type



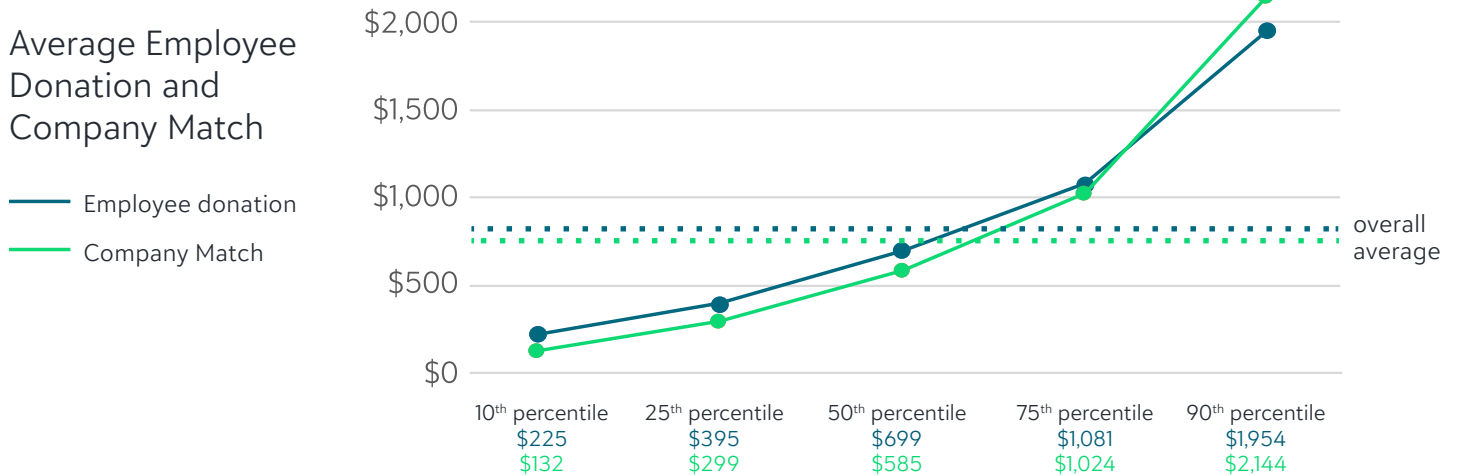
Employees at Everfi from Blackbaud come together to March in the Pride Parade at the Capital.





The overall average employee donation was \$824 and the overall average company match was \$765.

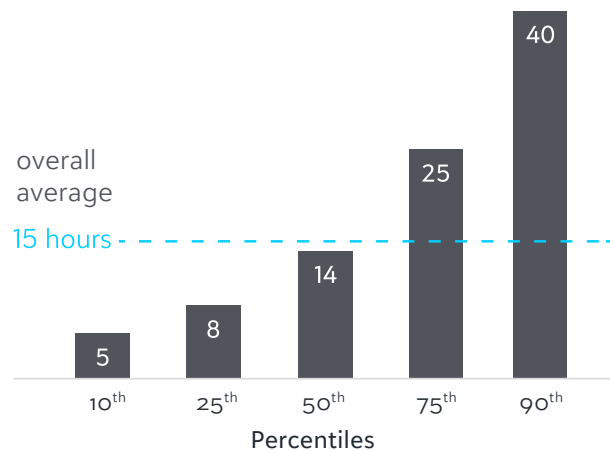
### Average Employee Donation and Company Match



### Average Volunteer Hours per Employee




The average volunteer hours per employee for the top 10% of companies (90<sup>th</sup> percentile) increased from 37 in 2020 to 40 hours



# Engagement Rate Distribution

The data reviews 2021 global engagement rates for all employees.

	Combined Engagement	Giving Engagement	Volunteering Engagement
10th Percentile	2%	2%	0%
25th Percentile	5%	4%	1%
50th (Median)	12%	9%	4%
75th Percentile	23%	18%	13%
90th Percentile	40%	33%	25%

Volunteer engagement rate increased since 2020 for the top 10% of companies. 

- **Companies in the 90<sup>th</sup> percentile are seeing increases in engagement.** The top 10% of companies maintained their high combined and giving engagement rate and saw an increase in engagement for volunteering.
- **Giving engagement continues to be higher than volunteering.** This trend continues from last year with more employees participating in giving than volunteering.

Blackbaud employees in Charleston participate in a Week of Caring volunteer campaign event.



## Donor Profile

The donor profiles are for all employees regardless of the employment type.

	Large Donor Who Donate over \$1k Annually:	Small Donor Who Donate less than \$1k Annually:
Average Employee Donation	\$3,746	\$197
Average Company Match	\$3,114	\$265
Average Transactions	20	7

20X



Large donors gave 20x more than the small donor.

## One Transaction vs. Multiple Transactions

The data reviews 2021 giving for employees that had one transaction compared to employees who had multiple transactions.

Employee Engagement (Giving data regardless of new hire or tenured employee)	ONE TRANSACTION	MULTIPLE TRANSACTIONS
Giving Engagement	1.64%	7.03%
Average Gift per Donor Including Company Match	\$214	\$1,499
Average Number of Transactions	1	11



Employees who made multiple donations **gave 7x more** than employees with 1 donation.

## SECTION

# 02

# Enterprise Engagement Trends

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## Insights

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

The average gift per donor including company match dollars for company size 0-1,000 is \$5,048. 120% higher than the average gift among all employees from companies evaluated.

- ▶ **Most companies saw an increase in volunteering engagement.**

Companies with over 100,000 employees saw a .47% decrease in their volunteer engagement rate. All other company sizes saw an increase. Companies with less than 1,000 employees increased the most in volunteer engagement from 19% to almost 26%.

## Engagement Rates and Giving by Enterprise Size

This section evaluates employee engagement by segmenting companies by employee population size. 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 = 55	1,001–5,000 n = 135	5,001–10,000 n = 54	10,001–50,000 n = 106	50,001–100,000 n = 22	100,000+ n = 13
Combined Engagement	26.82%	20.80%	13.77%	10.95%	11.84%	7.31%
Giving Engagement	20.36%	16.96%	8.61%	8.22%	9.52%	7.47%
Volunteering Engagement	25.91%	11.88%	8.61%	5.78%	4.83%	4.01%
Average Annual Employee Donation per Donor	\$2,288	\$806	\$786	\$793	\$922	\$755
Average Annual Company Match per Participant	\$3,806	\$704	\$661	\$914	\$725	\$624
Average Volunteer Hours per Employee	19	12	14	15	11	18
Percentage of Virtual Volunteer Hours	14%	27%	25%	29%	21%	30%



Larger companies have more virtual volunteer hours. Employees at the largest company size volunteered 30% of their hours virtually.

# Volunteer Hours by Group Size

This table shows the average hours of employees that participated in a volunteer event. Group size is based on the number of participants: Individual (not a team event), Small Team (1 - 10), Medium Team (11- 50), Large Team (51+).

	Average hours per volunteer			
	Individual	Small Team	Medium Team	Large Team
0-1,000	28	5	4	2
1,001-5,000	29	5	4	3
5,001-10,000	32	9	6	7
10,001-50,000	32	9	6	5
50,001-100,000	35	7	5	5
100,000+	37	8	6	7

A Blackbaud employee in Charleston participates in a Week of Caring volunteer campaign event.





## Percentile Ranking for Engagement Rates

This table provides average combined, giving and volunteering engagement rates by enterprise size at each percentile ranking. Companies can benchmark where their programs align with their peers.

**25% of all company sizes exceed the overall average combined engagement rate.**

Companies at the 75th percentile exceed the overall average combined engagement rate of 10%.

n/a = not applicable	0– 1,000	1,000– 5,000	5,001– 10,000	10,001– 50,000	50,001– 100,000	100,000+
<b>Combined Engagement</b>						
10 <sup>th</sup> percentile	4%	1%	3%	2%	1%	2%
25 <sup>th</sup> Percentile	12%	5%	4%	4%	2%	2%
Median	22%	14%	9%	9%	8%	5%
75 <sup>th</sup> Percentile	41%	28%	18%	16%	17%	12%
90 <sup>th</sup> Percentile	71%	43%	26%	28%	31%	19%
<b>Giving Engagement</b>						
10 <sup>th</sup> percentile	4%	2%	1%	1%	1%	2%
25 <sup>th</sup> Percentile	8%	6%	2%	3%	3%	3%
Median	21%	12%	7%	5%	5%	6%
75 <sup>th</sup> Percentile	39%	22%	11%	12%	15%	12%
90 <sup>th</sup> Percentile	70%	31%	18%	25%	23%	17%
<b>Volunteering Engagement</b>						
10 <sup>th</sup> percentile	1%	0%	0%	0%	0%	1%
25 <sup>th</sup> Percentile	4%	1%	1%	1%	1%	1%
Median	17%	6%	3%	3%	2%	2%
75 <sup>th</sup> Percentile	36%	17%	9%	9%	3%	3%
90 <sup>th</sup> Percentile	51%	33%	20%	16%	10%	7%

## Percentile Rankings for Giving and Volunteering

The table provides average employee donation amount and company match per donor and average volunteer hours per employee at each percentile ranking. Companies can benchmark where their programs align with their peers.

### 25% of all company sizes exceed the average volunteer hours per employee

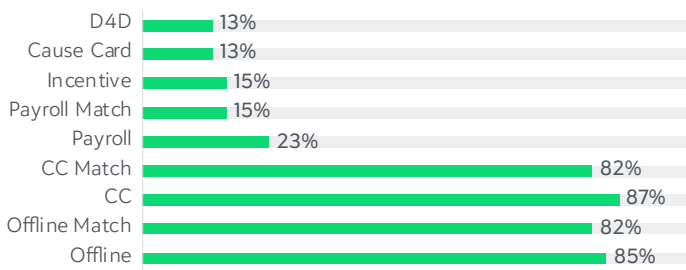
All company sizes at the 75th percentile exceed the overall average volunteer hours per employee of 15 hours.

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+
<b>Employee Donation per Donor</b>						
10 <sup>th</sup> Percentile	\$277	\$230	\$255	\$205	\$372	\$235
25 <sup>th</sup> Percentile	\$409	\$351	\$431	\$412	\$417	\$265
Median	\$741	\$644	\$635	\$725	\$716	\$1044
75 <sup>th</sup> Percentile	\$2,012	\$1,008	\$902	\$1,084	\$1,103	\$1,120
90 <sup>th</sup> Percentile	\$4,749	\$1,826	\$1,136	\$1,465	\$1,733	\$1,185
<b>Company Match per Participant</b>						
10 <sup>th</sup> Percentile	\$168	\$115	\$131	\$167	\$143	\$156
25 <sup>th</sup> Percentile	\$424	\$235	\$348	\$300	\$316	\$419
Median	\$797	\$542	\$489	\$626	\$551	\$649
75 <sup>th</sup> Percentile	\$2,280	\$895	\$764	\$1,068	\$784	\$911
90 <sup>th</sup> Percentile	\$7,053	\$1,600	\$1,241	\$2,113	\$1,713	\$1,067
<b>Volunteer hours per employee</b>						
10 <sup>th</sup> Percentile	7	4	7	6	5	6
25 <sup>th</sup> Percentile	9	7	9	9	8	8
Median	16	12	16	19	11	14
75 <sup>th</sup> Percentile	26	20	25	27	23	19
90 <sup>th</sup> Percentile	34	31	37	43	37	35

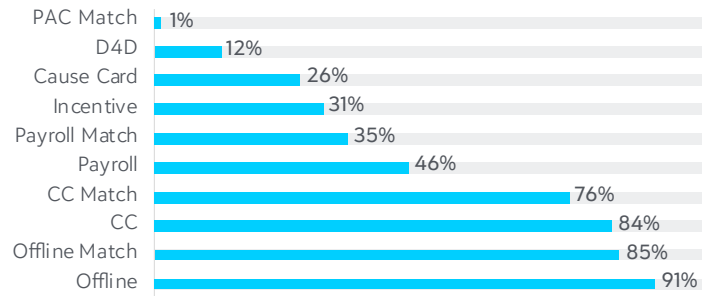
# ! Giving Methods Offered by Enterprise Size

We've created new charts this year that show giving methods offered by enterprise size. Companies can now evaluate which donation methods are offered by their peers and compare how their programs align. *Note: D4D indicates dollars for doers a.k.a. volunteer match.*

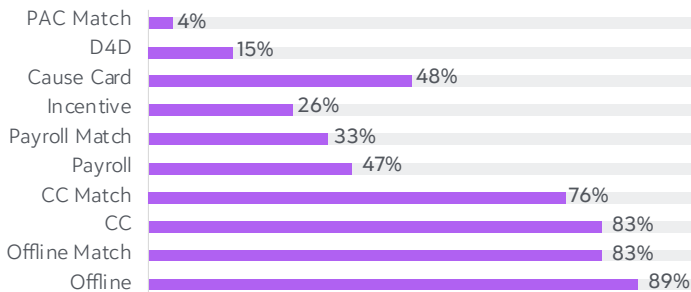
### Donation Methods Offered by 0-1,000



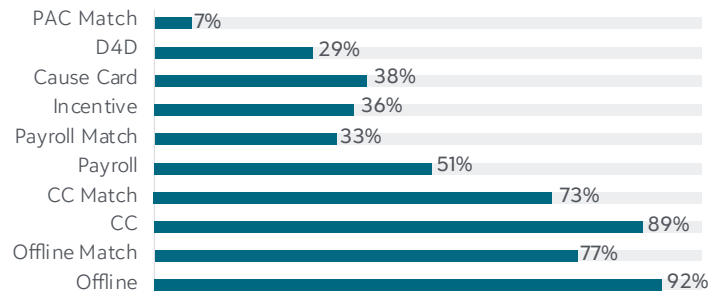
### Donation Methods Offered by 1,001-5,000



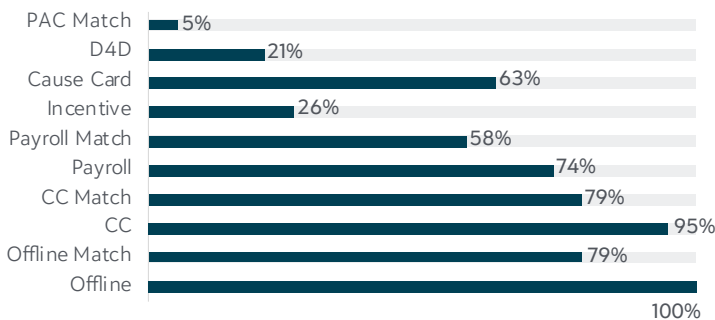
### Donation Methods Offered by 5,001-10,000



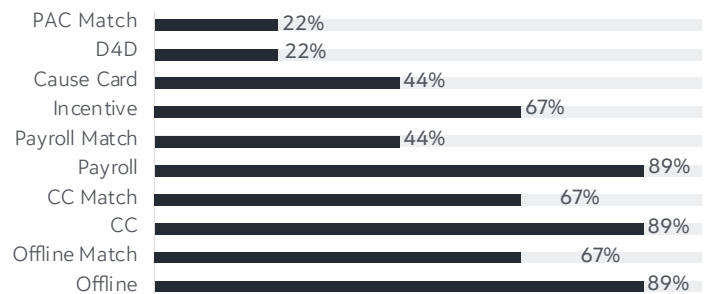
### Donation Methods Offered by 10,001-50,000



### Donation Methods Offered by 50,001-100,000

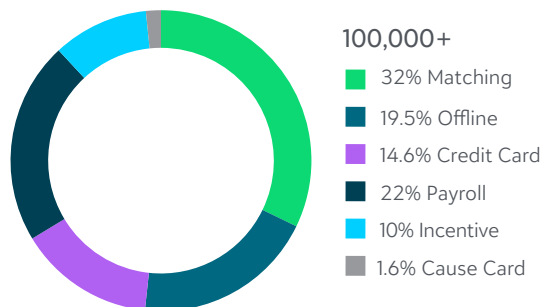
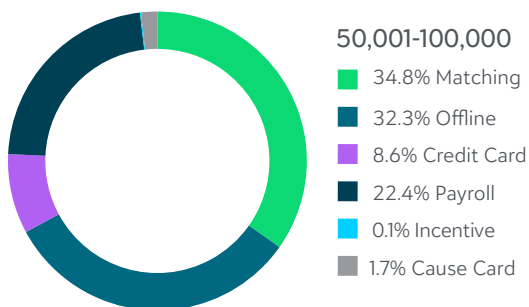
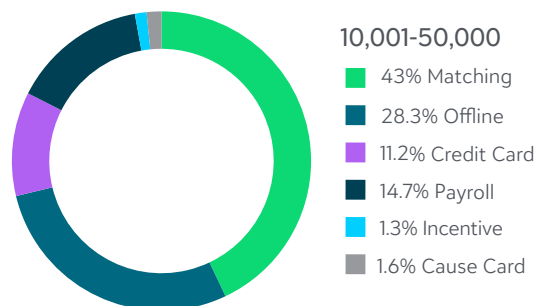
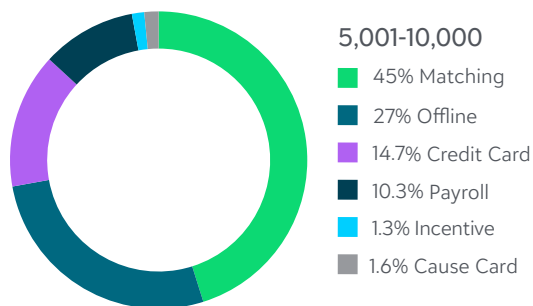
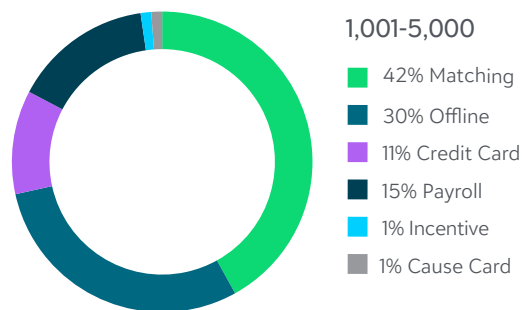
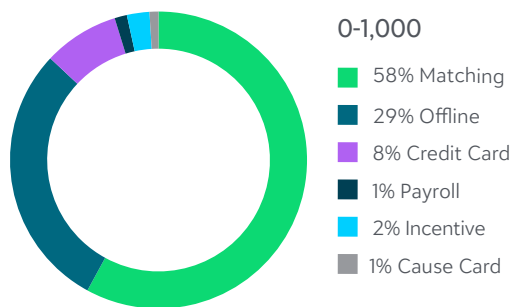


### Donation Methods Offered by 100,000+



# Donation Distribution

Each chart shows the percent of total donation amount by giving method type for each company size evaluated. The matching percentage is a sum of offline match, credit card match, payroll match, PAC match and dollars for doers (volunteer match). Matching gifts represent a large portion of the total donation amount.



## SECTION

# 03

# Donation Method Trends



## Insights

- ▶ **Offline giving accounted for 27% of the total donation amount.**

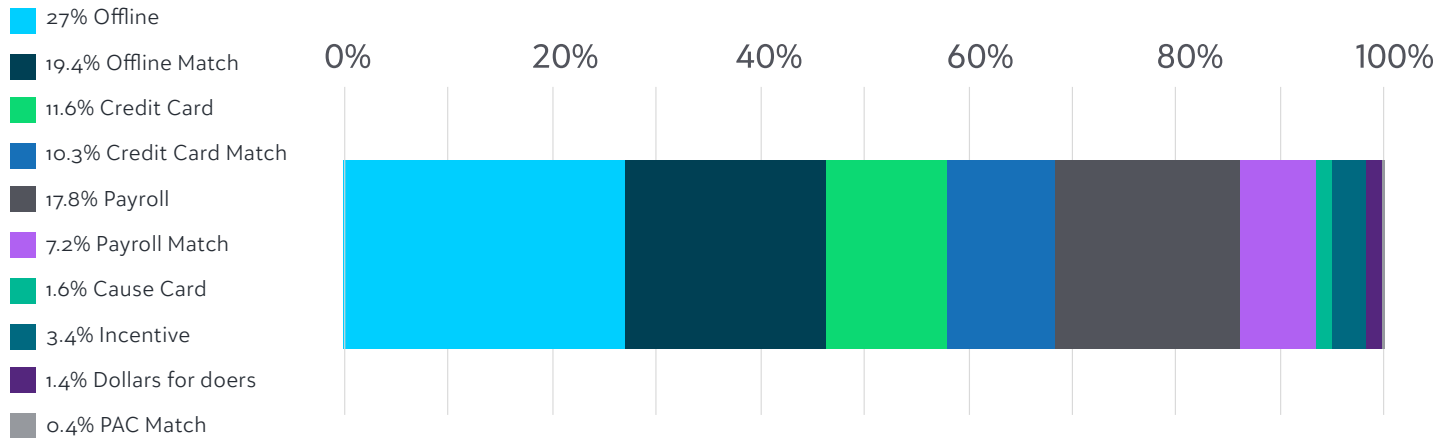
Employees are engaging with giving directly to the causes they care about, then logging a donation made outside of the platform in CSRconnect.

- ▶ **43.7% of total donations were funded by company dollars.**

Company dollars include matching gifts, dollars for doers, cause cards, and incentives.

## ! Donation Distribution

This bar chart is new to the report and shows the percentage of the total donation amount distributed by each giving method. Key insights are gathered from evaluating the 2021 data. Employees can donate using the following methods: credit card, payroll, matching, offline tracking, Cause Card, or incentives.

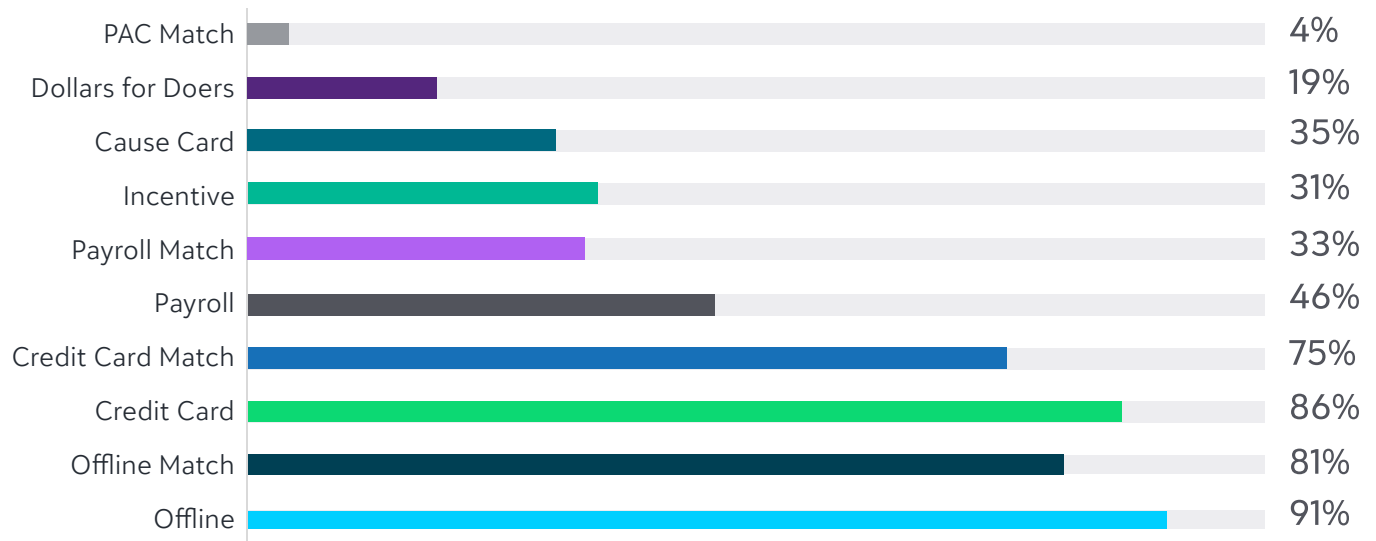


Blackbaud employees volunteer at the Low Country food bank.



## Giving Methods Offered

This chart is a reflection of the giving methods offered by the companies evaluated within this report.



## Credit Card Insight

### More companies opted to cover credit card fees.

The percent of companies covering credit card fees increased from 49% to 51.2%



**51.2%**  
covered fees

In 2021, 51.2% of the companies evaluated within this report covered credit card fees on donations made through the CSRconnect platform.



**\$1.59 M**  
dollars in fees  
covered

Companies choosing to cover credit card fees for donations in 2021 allowed over \$1.59 million additional funds to be sent to nonprofits.

# Donation Engagement

## Payroll giving leads employee participation.

Although offline giving represented more of the total donation amount, more employees gave through payroll. Payroll giving had the highest employee engagement rate at 6.13%. It's important to consider multiple giving methods options so employees feel comfortable with how they make a donation.

Data includes all industries (domestic U.S. and global) n = eligible employee sample size	Employee Engagement	Average Number of Transactions per Donor	Average Donation
<b>Offline</b> n = 5,422,585	2.15%	3	\$1,505
<b>Offline Match</b> n = 4,373,278	2.26%	3	\$1,270
<b>Credit Card</b> n = 5,260,214	2.42%	2	\$589
<b>Credit Card Match</b> n = 4,259,450	2.32%	2	\$677
<b>Payroll</b> n = 3,842,798	6.13%	9	\$465
<b>Payroll Match</b> n = 2,536,568	4.17%	8	\$417
<b>Cause Card</b> n = 2,375,258	2.0%	2	\$209
<b>Incentive</b> n = 2,742,408	1.86%	3	\$403
<b>Dollars-for-Doers</b> n=1,231,966	0.77%	2	\$932
<b>PAC Match</b> n=511,247	0.40%	2	\$996



# Incentive Programs

The most common incentive programs offered by companies are a volunteer match program known as dollars for doers. Companies continue to get creative with ways to use incentives and Cause Cards in the platform to recognize employees for their contributions and support the causes they care about. Common use cases within general recognition programs include: Issuing Cause Cards or incentives to new employees, recognizing employee resource group contributions, awarding the first 100 donors or first 100 volunteers for a campaign, etc.



53%

Redemption rate for Cause Cards issued through a general recognition program.



99%

Redemption rate for incentives issued through a general recognition program.



81%

Redemption rate for Cause Cards issued through dollars for doers program.



99%

Redemption rate for incentives issued through a dollars for doers program.

Blackbaud employees volunteer at the Habitat for Humanity



# Using Incentives for New vs. Tenured Employees

The data reviews 2021 global employee engagement for new and tenured employees at companies offering incentives to participate in the company's programs. Learn more about incorporating incentives in your CSR program in our whitepaper linked below.

(employees at the company for less than six months)	Newly Hired Employees	Tenured Employees
<b>Incentive:</b>		
Domestic Employee Redemption Rate	89.54%	99.49%
Global Employee Redemption Rate	100%	99.11%
<b>Total</b>	<b>90.08%</b>	<b>99.48%</b>
<b>Cause Card:</b>		
Domestic Employee Redemption Rate	44.79%	53.30%
Global Employee Redemption Rate	12.88%	36.42%
<b>Total</b>	<b>43%</b>	<b>51.34%</b>

*Note: employees issued Cause Cards or incentives in 2021 could still redeem in 2022*



## The Role of CSR in People and Culture

[LEARN MORE ►](#)

## SECTION

# 04

## Program Trends



### Insights

- ▶ **Companies with giving and volunteering programs continue to see higher engagement rates.**

Since 2018, companies with giving and volunteering programs have had a higher combined engagement rate than companies with only giving or only volunteering.

- ▶ **Companies run grant programs of all sizes, starting as low as \$1,000 awarded.**

This year we added the percentile ranking of the sum of grants awarded per company for clients using GrantsConnect in 2021.

## 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 = employee workforce n/a = not applicable	<b>Giving Programs Only</b> n = 66 s = 448,467	<b>Volunteering Programs Only</b> n = 90 s = 1,916,551	<b>Combined Giving and Volunteer Programs</b> n = 229 s = 5,334,248
<b>Employee Engagement</b>	7.82%	3.55%	12.62%
<b>Average Annual Employee Donation per Donor</b>	\$678	n/a	\$836
<b>Average Annual Company Match per Participant</b>	\$770	n/a	\$765
<b>Average Transactions per Donor</b>	8	n/a	9
<b>Average Volunteer Hours per Employee</b>	n/a	12	15

## Charity Type Preferences

CSRconnect and GrantsConnect have access to the same central database for charities through NPOconnect. 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 Employee Giving

- 1 EDUCATION
- 2 HUMAN SERVICES
- 3 PHILANTHROPY
- 4 RELIGION
- 5 ARTS HUMANITIES

### Top Five Charity Types for Volunteering

- 1 YOUTH
- 2 EDUCATION
- 3 HUMAN SERVICES
- 4 PHILANTHROPY
- 5 HEALTH

# Pledge Campaigns vs. Year-Round Programs

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

## 81% of companies evaluated offer year-round giving

Pledge campaigns (typically run for 1 month) consistently see a higher engagement rate and are a great way for companies to get started and cultivate employee engagement with giving. Each year we see companies transition to year-round giving, which offers employees the flexibility to give at any time.

Data includes all domestic U.S. and global industries n = number of companies s = employee workforce	Pledge Campaign Programs n = 73 s = 1,770,060	Year-Round Programs n = 312 s = 5,929,239
Employee Engagement	12.47%	9.56%
Average Annual Employee Donation per Donor	\$769	\$853
Average Transactions per Donor	12	7

Blackbaud employees in Charleston participate in a Week of Caring volunteer campaign event.



# Engagement Elements

Engagement Elements, a unique feature in CSRconnect, allow a company to highlight a specific event or topic on the home screen when an employee logs into the system. Below is the engagement data from 136 companies with at least one Engagement Element.

Engagement Elements	vs.	No Engagement Elements
<b>12.86%</b>	Combined Engagement Rate	<b>6.87%</b>
<b>9%</b>	Giving Engagement Rate	<b>7.51%</b>
<b>6.19%</b>	Volunteering Engagement Rate	<b>4%</b>
<b>16</b>	Average Volunteer Hours per employee	<b>13</b>



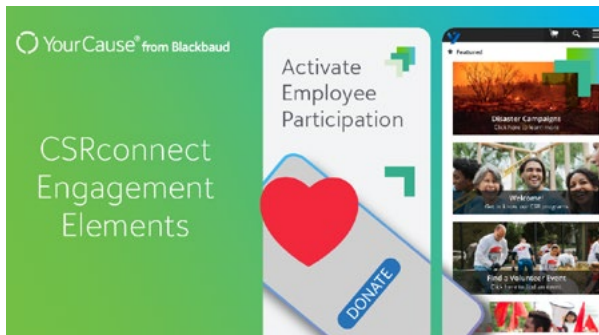
**\$857**

Average Annual Employee Donation per Donor through an Engagement Element



**\$740**

Average Annual Company Match per Participant through an Engagement Element



## Guide to Engagement Elements

[LEARN MORE >](#)

# Resource Groups

Resource Groups provide employees with similar interests a common place to share documents, send communications, and feature events. The chart below reflects 2021 engagement and participation data from companies that used Resource Groups.



**10.72%** Combined Engagement Rate



**9.88%** Giving Engagement Rate



**7%** Volunteering Engagement Rate



**\$808** Average Annual Employee Donation per Donor



**\$711** Average Annual Company Match per Participant



**8** Average Transactions per Donor



**14** Average Volunteer Hours per Employee



**Groups**

vs.

**No Groups**

**Groups**

vs.

**No Groups**

**10.72%**

Combined Engagement Rate

**9.89%**

**7%**

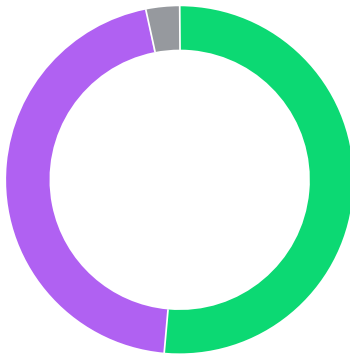
Volunteering Engagement Rate

**4%**

**Insight:** For the last three years, the combined engagement rate has been higher for groups, showing that groups drive engagement.

# 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 2021 by companies evaluated in this report. Disaster programs included campaigns for COVID-19, Social Justice or other disaster relief (earthquake wildfire, etc.)



In 2021, over \$5.8 million was donated to support disaster campaigns. The pie chart shows the percent of disaster relief campaigns funding COVID-19, Social Justice or other.

## Percent of Disaster Campaign Donations

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

**\$153**

Average Donation for  
COVID-19

**\$103**

Average Donation for  
Social Justice

**\$147**

Average Donation for  
Other

**\$218**

Average Company Match  
for COVID-19

**\$89**

Average Company Match  
for Social Justice

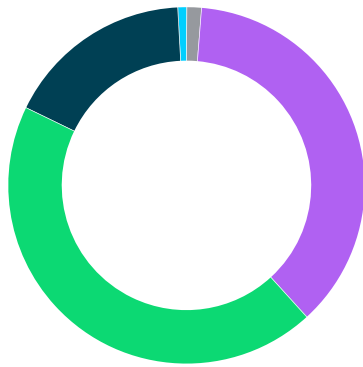
**\$225**

Average Company Match  
for Other



# Donation Distribution per Disaster Campaign

The charts show the percentage of dollars donated for disaster campaigns by donation method type.

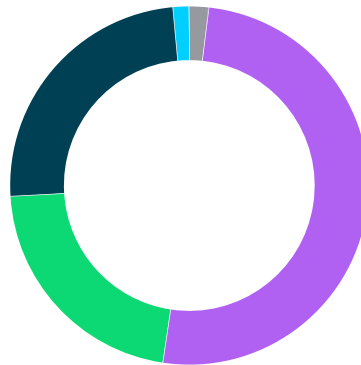


## COVID-19

- 1% Offline
- 17% Payroll
- 37% Credit Card
- 1% Cause Card
- 44% Matching

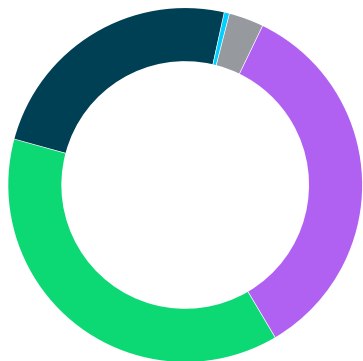


The most dollars were donated for disaster relief via credit card and matching gifts.



## Social

- 2% Offline
- 25% Payroll
- 51% Credit Card
- 1% Cause Card
- 22% Matching



## Other

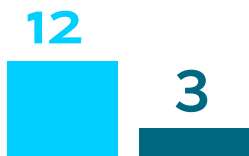
- 3% Offline
- 24% Payroll
- 34% Credit Card
- 0.5% Cause Card
- 38% Matching

# Corporate Grantmaking with GrantsConnect

The data below breaks down grant programs offered by companies using GrantsConnect in 2021.

**\$607M+**  
grants awarded

Over \$607 million in grants were awarded to nonprofit organizations through GrantsConnect in 2021.



The largest number of programs at one client was 12 while the average number of programs per client in 2021 was 3.

**\$8,306**  
average amount per grant  
awarded

In 2021 the average amount per grant award was \$8,306.

Data includes clients using GrantsConnect in 2021

	Sum of Grants per Client
10th percentile	\$36,150
25th percentile	\$256,375
Median	\$850,714
75th percentile	\$3,950,316
90th percentile	\$11,256,213

**!** Companies run grant programs of all sizes starting as low as \$1,000 in grants awarded.

The table shows the percentile ranking for the sum of grant dollars awarded per client using GrantsConnect in 2021. 25% of companies awarded more than \$3 million in grants and 10% of companies awarded more than \$11 million in 2021.

## SECTION

# 05

## Industry Trends



### Insights

► **Communication companies lead in combined employee engagement.**

The communications industry had the highest combined engagement rate at 18.11% and highest giving engagement rate at 18.43%.

► **Financial, Technology, Materials and Nonprofit Organizations exceed the average volunteering engagement rate.**

The average volunteering engagement rate for all participating clients was 5.24% and a few industries exceeded this rate. Companies that fall under the materials industry classification had the highest volunteering engagement rate at 11.5%.

## Engagement by Industry

Data was collected from companies with at least one year of usage within the CSRconnect platform. Companies have been categorized according to the Standard Industrial Classification (also referred to as the SIC parameters).

### 8 industries exceed the combined engagement rate.

New to this chart is the combined engagement rate by industry. Consumer Staples, Consumer Discretionary and Healthcare was the only industry that fell below the overall average combined engagement rate of 10%.

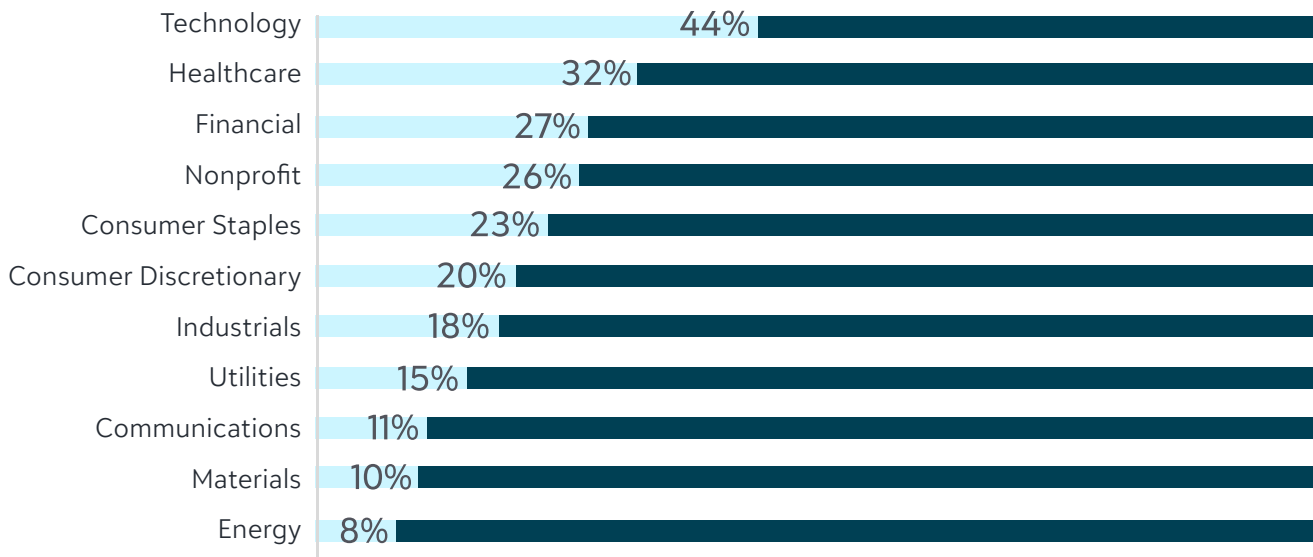
Data includes domestic U.S. and global employees n = number of companies	Employee Sample Size	Combined Engagement	Employee Engagement (Give/Volunteer)	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Hours per Employee
Communications n = 10	63,351	18.11%	18.43% / 1.62%	\$409	\$674	30
Consumer Discretionary n = 103	1,934,147	6.97%	7% / 3.27%	\$399	\$517	10
Consumer Staples n = 19	559,810	5.56%	3.69% / 2.62%	\$693	\$731	7
Energy n = 13	174,980	10.89%	9.43% / 4.35%	\$1,840	\$1,584	23
Financials n = 136	1,499,464	13.32%	12.67% / 7%	\$1,109	\$891	15
Healthcare n = 52	1,756,526	8.21%	7.7% / 3.67%	\$485	\$444	13
Industrials n = 43	590,053	10.16%	9.4% / 2.19%	\$1,045	\$1,132	37
Technology n = 48	1,160,796	13.28%	7.27% / 9%	\$916	\$634	14
Materials n = 22	141,358	15.82%	7.87% / 11.51%	\$623	\$463	20
Utilities n = 15	223,476	15.67%	14.42% / 4.62%	\$785	\$776	29
Nonprofit Organizations n=9	32,222	14.92%	5.51% / 11%	\$3,019	\$6,282	13

## ! Virtual Volunteer Hours

This chart shows the percent of volunteer hours that were virtual by industry in order of highest to lowest virtual volunteer hours. The remaining percent hours were in-person for that industry. For example, 92% of volunteer hours for energy companies were in-person.

### Technology companies had the highest percent of virtual volunteer hours at 44%

Only technology companies came close to almost half of their volunteer hours recorded as virtual. Although pandemic restrictions are loosening, giving employees options for virtual volunteering can help them to engage with social impact in any way they feel comfortable. Learn more about taking a hybrid approach to volunteering in the blog linked below.



Try a Hybrid Approach to the Top 3 Volunteer Needs in 2022



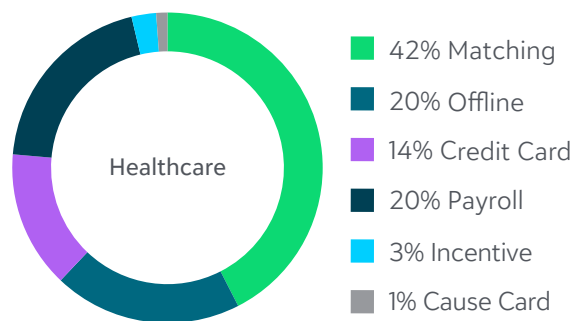
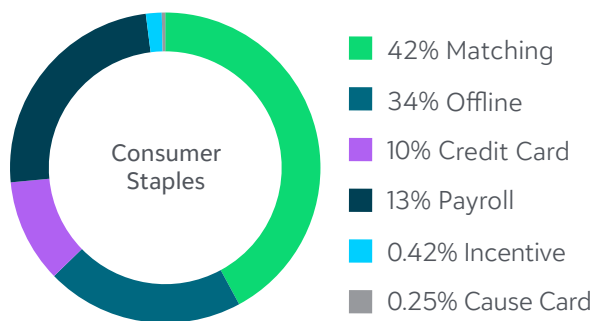
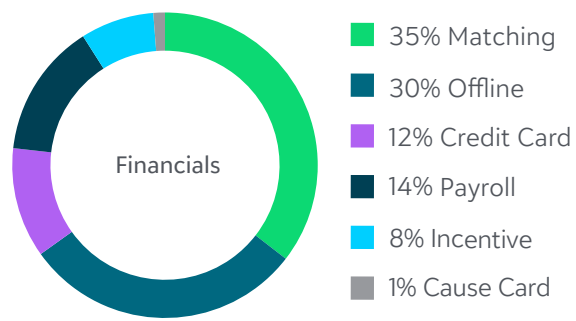
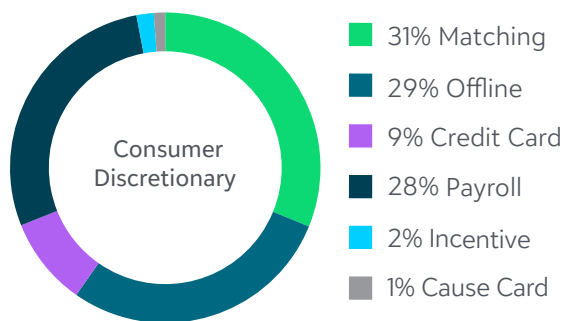
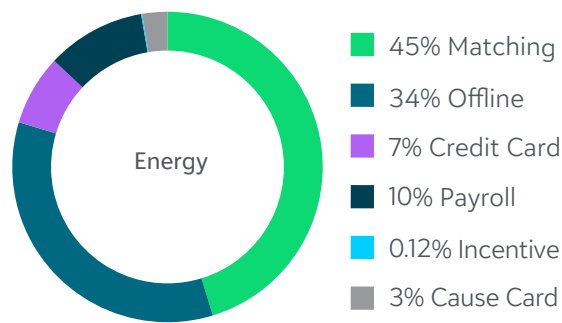
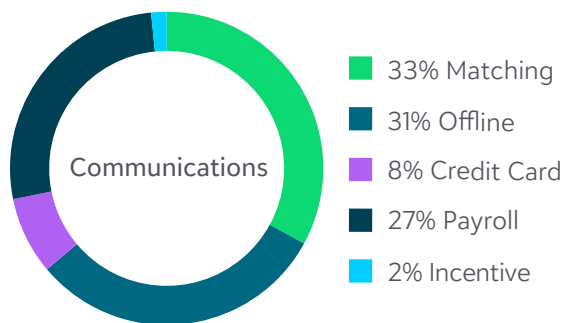
YourCause<sup>®</sup> from Blackbaud

Virtual vs. In-Person? Try a Hybrid Approach to Volunteering

[LEARN MORE >](#)

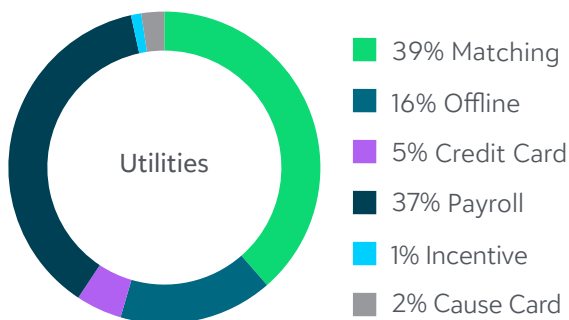
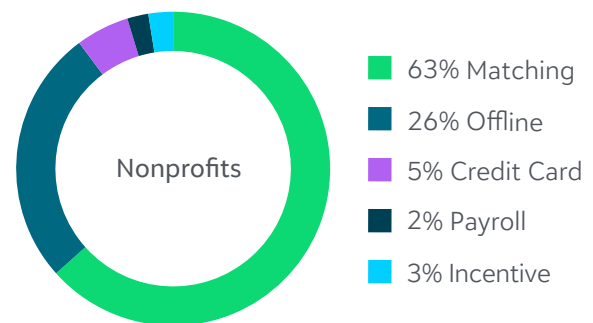
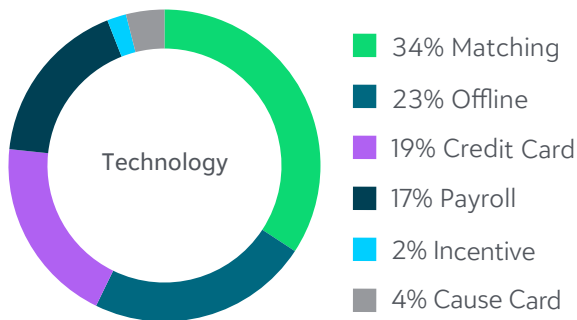
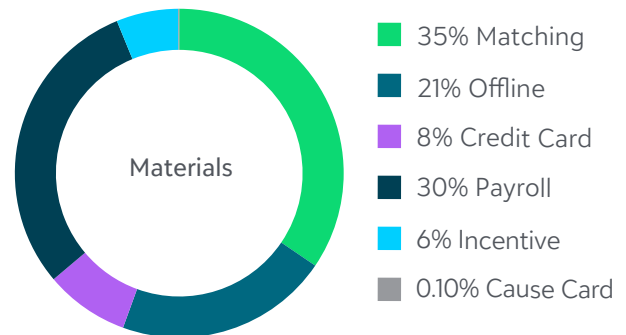
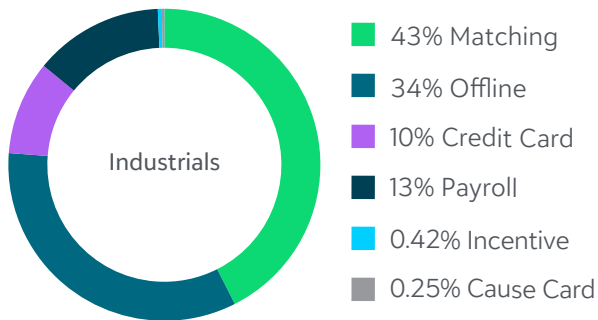
# Donation Distribution by Industry

The following charts display the distribution of donation dollars by segment as defined by the Standard Industrial Classification (SIC) parameters. Note: Matching percentages consist of offline, payroll, credit card, and dollars for doers (volunteer matching).



# Donation Distribution by Industry

The following charts display the distribution of donation dollars by segment as defined by the Standard Industrial Classification (SIC) parameters. Note: Matching percentages consist of offline, payroll, credit card, and dollars for doers (volunteer matching).



SECTION

# 06

## Geographic Trends



### Insights

► **U.S. employees lead in overall engagement and giving.**

When comparing US employees to global employees we continue to see a higher engagement rate and higher average annual employee donation amount.




► **Africa, Asia, Oceania and South America see an increase in combined engagement rate.**

Each of these continents saw between a 1 - 2% increase in the combined employee engagement rate in 2021 with Africa increasing by 2%.



# Domestic U.S. Giving by 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	<b>West</b> n = 764,763 	<b>South</b> n = 884,196 	<b>East</b> n = 1,126,977 	<b>North</b> n = 342,844 	<b>Midwest</b> n = 542,567 
<b>Engagement</b> (Giving/Volunteering)	12.55% / 3.58%	10.93% / 4.22%	11.19% / 6.00%	11.17% / 8.33%	11.75% / 5.51%
<b>Average Annual Donation per Donor</b>	\$864	\$688	\$877	\$940	\$775
<b>Average Hours per Employee</b>	19	14	12	16	17
	<b>Western region:</b> Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah, and Washington	<b>Southern region:</b> Alabama, Arkansas, Florida, Louisiana, Mississippi, New Mexico, Oklahoma, Tennessee, and Texas	<b>Eastern region:</b> Connecticut, Delaware, Georgia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, South Carolina, Vermont, Virginia, Washington, D.C., and West Virginia	<b>Northern region:</b> Michigan, Minnesota, Montana, North Dakota, South Dakota, Wisconsin, and Wyoming	<b>Midwest region:</b> Colorado, Illinois, Indiana, Iowa, Kansas, Kentucky, Missouri, and Nebraska

# U.S. Engagement vs. International Engagement

The geographic trends analyze giving and volunteering program performances broken out by work location for all employees.

## Employees around the world are engaging in volunteering.

In 2021 we see that global employees have a slightly higher volunteering engagement rate than U.S. employees and are not far behind on average volunteer hours per participant.

Data includes all industries (domestic and global) n = eligible employee sample size	Domestic North America	Global
Combined Engagement	11.51%	6.31%
Giving Engagement	11.49%	2.5%
Volunteering Engagement	5.07%	5.30%
Average Annual Employee Donation per Donor	\$819 n = 3,661,347	\$380 n = 1,583,218
Average Annual Company Match per Participant	\$805	\$203
Average Transactions per Donor	9	3
Average Hours per Employee	16 n = 4,824,228	12 n = 1,976,976

# Continent Insights

## Most continents saw an increase in average annual employee donation.

Asia and Oceania maintained the average annual employee donation amount from last year's report while the other continents saw an increase in 2021.

n = number of companies s = employee workforce	Africa	Asia	Europe	North America	Oceania	South America
	n=58	n=124	n=135	n=384	n=98	n=86
Combined Engagement	4.87%	8.05%	4.68%	11.07%	7.08%	6.16%
Giving Engagement	0.47%	2.36%	2.72%	10.83%	3.37%	0.98%
Volunteering Engagement	4.68%	7.20%	3.64%	4.99%	5.74%	5.99%
Average Annual Employee Donation per Donor	\$1,659 s = 42,250	\$329 s = 658,776	\$297 s = 504,605	\$814 s = 3,962,467	\$272 s = 30,678	\$162 s = 91,765
Average Annual Company Match per Participant	\$937	\$225	\$309	\$798	\$282	\$196
Average Transactions per Donor	6	2	3	9	3	2
Average Hours per Employee	5 s = 46,491	11 s = 760,535	14 s = 677,171	15 s = 5,213,028	17 s = 38,463	13 s = 112,274



Asia continues to lead in volunteering engagement rate. The average hours per volunteer in Asia increased from 9 hours to 11.

## SECTION

# 07

## Performance by Work Country

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### ! Insights from Outside Sources

- ▶ **60% of global employees choose a place to work based on their beliefs and values.**

This insight is from the 2022 Edelman Trust Barometer, which has studied trust for more than 20 years. The 2022 report had over 36,000 respondents from 28 countries.

- ▶ **In the U.K., employees that disagree that their employer contributes to their community are 2x more likely to leave within 2 years**

The 2021 report, Power of Purpose, by Qualtrics studied the influence of CSR on employee engagement in the United Kingdom.

# ! Top Countries for Donation Amount and Volunteering

Employees' work country was sorted by the largest average annual gift per donor including company match amount and highest average volunteer hours per employee.

## Top Five Countries by Average Gift per Donor

- 1 Ghana - \$8,400
- 2 Bermuda - \$7,973
- 3 Nigeria - \$6,078
- 4 Kazakhstan - \$5,820
- 5 Bangladesh - \$5,733

## Top Five Countries by Average Volunteers Hours

- 1 South Korea - 47
- 2 Equatorial Guinea - 45
- 3 Senegal - 34
- 4 Columbia - 28
- 5 Norway - 26

Get the latest statistics on how British consumers and employees feel about CSR and ESG online in this infographic.

YourCause® from Blackbaud

How do UK consumers feel about  
**BRANDS WITH PURPOSE?**



**85%**

are more likely to support a brand with purpose

Building the Business  
Case for Sustainability and  
Social Responsibility

[LEARN MORE >](#)

Employee Work Country	Combined Engagement	Giving Engagement	Volunteering Engagement	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Number of Transactions	Average Hours per Employee
<b>Total</b>	<b>10.23%</b>	<b>8.66%</b>	<b>5.24%</b>	<b>\$824</b>	<b>\$765</b>	<b>9</b>	<b>15</b>
Algeria	0.29%	0.17%	0.15%				1
Angola	1.83%	1.69%	0.23%	\$2,526	\$2,705	19	9
Argentina	5.98%	1.10%	5.93%	\$1,293	\$334	2	10
Australia	7.51%	3.65%	5.99%	\$265	\$281	3	17
Austria	2.84%	1.43%	2.25%	\$91	\$176	2	13
Azerbaijan	0.92%	0.29%	0.69%				5
Bahamas	1.52%	1.81%		\$148	\$148	2	
Bahrain	0.63%	1.82%					22
Bangladesh	2.03%	1.31%	0.76%	\$5,366	\$488	6	2
Belgium	3.67%	1.23%	3.52%	\$305	\$333	3	18
Bermuda	8.86%	5.43%	5.74%	\$3,882	\$4,756	6	10
Bolivia	19.05%	4.35%	16.67%				16
Bosnia and Herzegovina	0.38%	0.38%		\$100	\$100	2	
Brazil	6.99%	1.16%	6.84%	\$52	\$157	2	11
Brunei	0.97%	1.04%		\$122	\$122	2	
Bulgaria	4.49%	1.56%	3.41%	\$13	\$196	1	7
Cambodia	1.86%	1.20%	1.40%				2
Canada	7.87%	5.60%	4.93%	\$618	\$491	6	11
Cayman Islands	6.67%	5.88%		\$48	\$48	2	
Chad	0.75%	2.38%	0.37%				1
Chile	3.05%	0.50%	2.91%	\$73	\$242	2	10
China	9.48%	1.00%	9.28%	\$473	\$172	1	10
Colombia	5.87%	1.04%	5.45%	\$160	\$218	2	28
Costa Rica	5.28%	0.48%	5.24%	\$113	\$122	2	9
Croatia	2.98%	1.21%	2.14%	\$29	\$158	1	4
Cyprus	1.58%	2.50%	0.39%	\$32	\$103	1	8
Czech Republic	4.05%	1.06%	3.30%	\$143	\$150	2	14
Denmark	5.07%	1.78%	4.56%	\$155	\$164	2	13
Dominican Republic	2.41%	0.04%	2.39%	\$98	\$63	2	3

Employee Work Country	Combined Engagement	Giving Engagement	Volunteering Engagement	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Number of Transactions	Average Hours per Employee
Ecuador	1.72%	0.14%	1.62%		\$525	1	6
Egypt	3.33%	0.26%	3.30%	\$1,343	\$278	2	7
El Salvador	0.66%	0.16%	0.49%				3
Equatorial Guinea	6.90%	6.90%	3.45%	\$600	\$1,600	4	45
Estonia	0.78%	0.46%	0.40%		\$383	1	3
Ethiopia	10.65%	0.87%	10.24%	\$126	\$200	3	3
Fiji	1.16%	0.46%	0.77%				2
Finland	3.41%	1.03%	2.85%	\$157	\$193	3	7
France	3.02%	2.08%	2.56%	\$201	\$251	2	21
Georgia	1.27%	0.51%	0.76%	\$800		1	1
Germany	5.09%	3.29%	2.91%	\$223	\$233	2	16
Ghana	5.81%	2.35%	3.49%	\$4,200	\$4,200	30	3
Greece	2.79%	2.47%	0.98%	\$107	\$131	2	8
Guatemala	3.78%	0.11%	3.71%	\$48	\$48	2	3
Honduras	0.61%	0.11%	0.53%				1
Hong Kong	10.51%	1.79%	9.98%	\$970	\$396	2	5
Hungary	5.25%	1.53%	5.52%	\$129	\$181	2	12
Iceland	2.11%	2.20%		\$200	\$200	4	
India	8.39%	2.84%	7.33%	\$140	\$172	2	12
Indonesia	2.12%	0.18%	2.37%	\$370	\$131	4	3
Iraq	0.69%	0.69%		\$131	\$250	6	
Ireland	14.81%	9.34%	10.58%	\$151	\$208	3	17
Isle of Man	18.52%	18.52%		\$44	\$98	3	
Israel	15.42%	10.52%	7.37%	\$347	\$341	3	17
Italy	5.72%	2.03%	4.99%	\$142	\$219	2	15
Jamaica	1.68%	0.86%	1.01%	\$140	\$140	6	3
Japan	4.19%	0.94%	3.71%	\$194	\$194	2	7
Jersey	13.59%	0.54%	13.04%				11
Jordan	18.64%	1.57%	18.34%	\$86	\$25	1	13
Kazakhstan	10.58%	8.09%	3.21%	\$3,171	\$2,874	31	8

Employee Work Country	Combined Engagement	Giving Engagement	Volunteering Engagement	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Number of Transactions	Average Hours per Employee
Kenya	4.64%	1.59%	4.14%	\$27	\$1,061	2	9
Kuwait	2.55%	2.77%	0.61%	\$1,860	\$1,756	14	22
Kyrgyzstan	3.86%	0.36%	3.56%				2
Latvia	20.55%	2.29%	20.00%	\$28	\$159	1	5
Lebanon	2.71%	0.68%	2.04%	\$113	\$88	3	1
Lithuania	8.79%	1.33%	7.78%	\$46	\$62	2	10
Luxembourg	13.04%	5.82%	10.95%	\$258	\$205	2	13
Macau	13.05%	0.41%	12.79%				3
Macedonia	65.22%	4.35%	60.87%				5
Malaysia	21.42%	7.69%	20.52%	\$84	\$183	3	11
Mexico	2.04%	0.29%	1.99%	\$281	\$314	2	16
Micronesia	4.00%	2.00%	2.00%				2
Montenegro	8.03%	33.33%	7.63%				2
Morocco	16.39%	0.73%	16.41%	\$18	\$210	1	5
Myanmar	57.14%	4.41%	55.84%		\$200	1	15
Netherlands	5.88%	2.31%	5.27%	\$188	\$250	3	13
New Zealand	4.64%	1.05%	3.99%	\$734	\$321	2	12
Niger	33.33%	33.33%	16.67%	\$25	\$25	2	1
Nigeria	2.80%	2.69%	0.12%	\$3,460	\$2,749	24	2
Norway	3.41%	1.40%	2.39%	\$560	\$409	5	26
Oman	0.40%	0.28%	0.20%				3
Pakistan	7.48%	1.19%	6.64%	\$35	\$83	1	2
Palau	7.14%	7.14%		\$12		6	
Panama	26.51%	2.64%	26.32%	\$416	\$223	2	6
Paraguay	3.55%	0.57%	3.05%				6
Peru	3.55%	0.24%	3.49%	\$10	\$291	1	9
Philippines	7.30%	0.99%	7.05%	\$697	\$160	1	5
Poland	6.42%	1.00%	6.10%	\$60	\$122	2	5
Portugal	4.95%	0.67%	4.61%	\$58	\$213	2	3
Puerto Rico	18.68%	16.59%	4.50%	\$136	\$143	9	26
Qatar	2.25%	2.54%	0.69%	\$705	\$918	4	6



Employee Work Country	Combined Engagement	Giving Engagement	Volunteering Engagement	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Number of Transactions	Average Hours per Employee
Romania	4.91%	2.24%	4.42%	\$72	\$120	2	12
Russia	1.55%	0.19%	1.46%	\$281	\$252	4	4
Saudi Arabia	0.91%	0.42%	0.57%	\$632	\$632	5	7
Senegal	6.45%	3.23%	3.23%				34
Serbia	5.66%	0.29%	5.58%	\$61	\$186	2	8
Singapore	12.85%	6.44%	9.69%	\$351	\$317	3	7
Slovakia	18.03%	3.75%	17.63%	\$81	\$178	2	9
Slovenia	6.73%	1.31%	5.93%	\$23	\$100	1	4
South Africa	2.77%	0.29%	2.62%	\$344	\$298	2	5
South Korea	4.32%	1.01%	3.66%	\$304	\$231	4	47
Spain	4.93%	1.93%	3.91%	\$131	\$230	2	7
Sweden	5.22%	2.31%	4.22%	\$206	\$263	3	22
Switzerland	1.89%	1.11%	1.12%	\$506	\$466	3	12
Taiwan	17.28%	5.13%	15.82%	\$311	\$343	3	10
Tanzania	1.43%	5.26%	0.71%				1
Thailand	3.68%	0.23%	3.52%	\$2,148	\$1,367	8	6
Trinidad and Tobago	0.66%	0.36%	0.33%	\$20	\$20	2	10
Tunisia	0.60%	0.40%	0.20%	\$172		3	1
Turkey	3.82%	1.12%	3.84%	\$62	\$155	2	4
Ukraine	5.50%	0.04%	5.92%	\$30	\$250	2	4
United Arab Emirates	4.75%	3.82%	2.62%	\$778	\$595	3	10
United Kingdom	3.29%	3.70%	2.28%	\$459	\$490	4	18
United States	11.61%	10.99%	5.22%	\$849	\$818	9	16
Uruguay	7.01%	0.42%	6.82%	\$50	\$213	1	3
Uzbekistan	3.64%	5.26%	2.73%				1
Venezuela	7.70%	0.13%	7.57%		\$300	1	5
Vietnam	7.36%	1.83%	7.21%	\$286	\$311	2	9

## SECTION

# 08

## Performance by Work State

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### ! Insights from Outside Sources

- ▶ **92% of employees are more likely to recommend their employer if they work for a company with strong purpose.**

-Porter Novelli

- ▶ **86% of employees are more likely to work for a company that stands up for environment and social issue.**

- PwC ESG Series


U.S. Work State	Combined Engagement	Giving Engagement	Volunteering Engagement	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Transactions per donor	Average Hours per Employee
AK	4.19%	6.10%	2.61%	\$940	\$780	10	21
AL	8.35%	9.66%	2.68%	\$585	\$583	7	18
AR	7.79%	9.34%	2.15%	\$853	\$1,100	16	12
AZ	10.45%	9.57%	5.35%	\$654	\$747	7	19
CA	8.54%	11.68%	3.32%	\$1,013	\$919	11	17
CO	11.69%	10.78%	4.87%	\$520	\$525	8	19
CT	13.42%	12.27%	7.37%	\$1,215	\$1,676	6	12
DC	19.34%	21.49%	6.50%	\$1,673	\$967	7	11
DE	11.16%	5.82%	8.96%	\$654	\$594	8	13
FL	10.78%	10.46%	3.67%	\$516	\$482	8	17
GA	7.48%	8.09%	3.51%	\$915	\$789	7	13
HI	7.09%	3.90%	5.69%	\$632	\$669	9	15
IA	14.12%	10.92%	9.11%	\$1,374	\$841	11	22
ID	10.09%	11.22%	3.56%	\$538	\$546	8	20
IL	13.00%	12.86%	5.83%	\$800	\$863	10	12
IN	7.64%	7.56%	3.54%	\$712	\$768	13	19
KS	12.60%	12.12%	4.95%	\$553	\$515	8	12
KY	7.17%	7.21%	3.02%	\$534	\$499	10	16
LA	9.45%	10.49%	2.67%	\$568	\$631	10	15
MA	19.22%	14.90%	10.21%	\$799	\$789	6	9
MD	8.38%	8.54%	4.94%	\$688	\$700	8	16
ME	16.22%	15.71%	6.87%	\$665	\$790	7	22
MI	13.47%	8.17%	9.91%	\$790	\$1,518	6	12
MN	17.27%	14.77%	7.99%	\$1,041	\$785	12	17
MO	14.47%	15.46%	5.68%	\$910	\$865	9	23
MS	8.22%	11.00%	2.28%	\$564	\$812	14	23
MT	8.19%	10.50%	4.86%	\$986	\$654	9	19
NC	12.31%	11.44%	4.89%	\$874	\$739	14	20
ND	7.77%	7.09%	3.54%	\$866	\$772	10	17
NE	14.28%	11.81%	8.58%	\$497	\$812	7	12
NH	9.97%	8.51%	4.39%	\$538	\$541	7	19
NJ	12.64%	10.64%	6.64%	\$714	\$765	8	11
NM	7.84%	9.78%	3.27%	\$547	\$441	11	20
NV	17.00%	17.34%	2.74%	\$187	\$217	10	12
NY	15.12%	12.40%	7.78%	\$1,272	\$1,033	7	13
OH	14.31%	14.25%	6.06%	\$774	\$727	11	14
OK	9.23%	8.78%	3.80%	\$613	\$765	8	15
OR	10.02%	14.59%	5.19%	\$913	\$989	12	17

U.S. Work State	Combined Engagement	Giving Engagement	Volunteering Engagement	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Transactions per donor	Average Hours per Employee
PA	10.61%	7.92%	6.18%	\$758	\$722	7	14
RI	14.13%	10.84%	8.13%	\$426	\$709	5	10
SC	12.21%	11.85%	4.00%	\$519	\$510	9	24
SD	17.90%	17.78%	10.42%	\$702	\$657	10	20
TN	11.68%	15.45%	6.11%	\$735	\$583	8	11
TX	11.56%	10.77%	4.53%	\$801	\$762	9	14
UT	7.59%	7.50%	2.97%	\$655	\$472	7	21
VA	9.72%	9.28%	4.16%	\$824	\$857	8	15
VT	9.52%	8.90%	2.70%	\$422	\$696	5	27
WA	12.18%	16.78%	3.20%	\$1,141	\$1,208	8	34
WI	11.59%	9.73%	7.13%	\$895	\$947	13	21
WV	3.55%	3.34%	2.29%	\$542	\$645	9	15
WY	5.91%	6.28%	2.59%	\$1,299	\$638	7	21
<b>TOTAL</b>		<b>13.68%</b>	<b>4.87%</b>	<b>\$800</b>	<b>\$885</b>	<b>9</b>	<b>18</b>

2020 created lasting changes to the way we work. Employee engagement matters more than ever. See the trends online in our infographic

The power of

## PURPOSE DRIVEN WORK



95%

of employees believe businesses should benefit ALL stakeholders not just shareholders

## Workforce Trends that are Here to Stay

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**LEARN MORE** ▶

## SECTION

# 09

## Payment Processing

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### ! Insights from NPOconnect

- **~5.1 million charities are available for volunteering, request vetting and offline giving.**

Approximately 5.1 million charities from around the world are available for employees to support within CSRconnect. Companies can also allow employees to add an organizations and record volunteer hours or donations made offline.

- **Over 1.7 million charities are available for giving.**

YourCause works with global processing partners to provide companies and their employees a large database of vetted charities for securely sending donations or grant awards.

# Connecting Millions of Nonprofits to Companies and their Employees

**NPOconnect is a free portal that nonprofits can use to create a charity profile.**

Charities recognize the efficiencies and effectiveness of receiving donations through the automated clearing house (ACH) payment. Registered charities can receive funding electronically for donations made in CSRconnect or from grants awarded through GrantsConnect quicker than by check.



**11%<sup>▲</sup>**  
increase in ACH  
payments

In 2021, there was an 11% increase in payments disbursed through ACH. This increase brought the **number of payments delivered through ACH to 50%** of all payments.



**61%**

In 2021, 61% of dollars funded were delivered by ACH.



Blackbaud employees in Costa Rica participate in a Week of Caring volunteer campaign event.

## SECTION

# 10

## Overall Methodology

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### Commitment to Customer Success

► **It is our goal to display data on topics influenced by frequently asked questions.**

Companies in the Global Good Network™ have access to The Blackbaud Community. This is an online peer-to-peer site designed to help clients and YourCause staff engage and connect with one another. The hub hosts a discussion forum, idea bank and resource center.

► **You're here to change the world. We're here to help.**

With 12+ years under our belts, we've created products and processes to make administering CSR programs easier. From planning your launch to continued platform consultation, we help you grow and drive social impact.

# OVERVIEW

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To construct the tenth edition of the Industry Review, data was collected from companies with at least two years of usage within the CSRconnect platform and with at least one year of usage within the GrantsConnect platform. The analysis only considered data from January 1, 2021, to December 31, 2021, 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 many differences between previous industry reports and this edition—specifically as it relates to global employees and the donation distribution. Data used is from active CSRconnect and GrantsConnect clients, the underlying customer sample changes every year as we expand our client base and as our clients expand around the globe.

## 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, 2021 to December 31, 2021 time-frame. 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

# 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.

**Pledge Campaigns:** A limited time period (typically a month) where companies promote participation for employees to engage in pledging an annual payroll donation amount for the upcoming calendar year. Pledges are deducted each month.

**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.



Blackbaud employees from around the world participate in a virtual skills-based volunteer project.

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### About Blackbaud

Blackbaud (NASDAQ: BLKB) is the world's leading cloud software company powering social good. Serving the entire social good community—nonprofits, foundations, companies, education institutions, healthcare organizations, and individual change agents—Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. The Blackbaud portfolio is tailored to the unique needs of vertical markets, with solutions for fundraising and relationship management, marketing and engagement, financial management, grant and award management, organizational and program management, social responsibility, payment services, and analytics. Serving the industry for more than three decades, Blackbaud is headquartered in Charleston, South Carolina, and has operations in the United States, Australia, Canada, and the United Kingdom. For more information, visit [www.blackbaud.com](http://www.blackbaud.com).

 YourCause<sup>®</sup> from Blackbaud