

2023 | ISSUE 11

# CSR Industry Review

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Analysis and data on 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 2023 report consolidates and details data collected between January and December 2022. 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 equipped with the latest research from this space.

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, 2022, from 417 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 CSRconnect.

**Newly Hired:** Data from companies that opted-in to including the hire data on the employee profile. Employees at the company for less than 6 months of the calendar year.

# INTRODUCTION

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Welcome to the 11th Industry Review, which provides an insider view into employee engagement and corporate social responsibility trends seen each year across hundreds of companies.

As a subject matter expert in giving and engagement for Blackbaud Corporate Impact, I eagerly anticipate the release of this report which we find to be a key resource in understanding both the broader trends and more nuanced changes that are taking shape as we all endeavor to inspire engagement and drive meaningful impact.

The past few years we have been reflecting on the influence that the pandemic and transitions to remote-first and hybrid work environments has had on the ways we connect, inspire, engage, and impact our people and communities. By contrast, this year we have also seen an incredible resurgence and shift back toward in-person engagements and interactions, placing importance on a balanced approach with both virtual and in-person opportunities.

With that in mind, I believe one of the most important things we can do is continue to listen, reflect, and learn as we look to evolve our strategies and programs to meet the changing needs of our teams, companies, and communities. There are an unending number of things that can influence the success of our programs, as well as the giving and engagement behaviors of our people. It is our hope that this report will provide insights to you as social responsibility professionals that may help inform and guide your work moving forward.

Just as we saw the renewed energy around in-person engagement opportunities continue to rise in 2022, it came as no surprise that we also observed an increase in giving and volunteering engagement rates in general. To me, the question at hand now is how we take advantage of that momentum and continue to inspire those increased levels of engagement both as a form of connection and giving back.

The past few years have been a challenge and 2022 was no exception. That said, what was heartening to see was despite the continued challenges in our world, whether due to natural disasters, complex geo-politics, or increasing pressures due to economic uncertainty, we still saw a higher overall engagement rate. Despite everything going on in our world, people are still looking for ways to give back.

I look forward to you digging into all the incredible insights in this year's report and hope you come away with the same sentiment, a reassurance that our people are still inspired to give in whatever way they can as we all remain steadfast in our shared commitment to making a positive change.



Thank you for the great work you do to inspire good.

**Andrew Troup**

Director of Giving and Engagement,  
Corporate Impact at 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. 48% of companies evaluated using CSRconnect have global employees with over 2 million of the 8 million employee population located outside of the U.S.

We have been working to expand our global partnerships to allow companies to amplify and scale their impact by providing access to more charities from around the world.

Findings in this report are from a subset of the entire client and employee population and evaluate program data from January - December 2022

**417** participating companies

**8M+** over 8 million employees from participating companies



**116**

number of countries where employees engaged in social impact



**\$1,120**

average gift per donor including company match dollars



**8.5M**

number of hours volunteered by employees from companies evaluated



**\$592M+**

over \$592 million in grants were awarded from clients using GrantsConnect in 2022



**92%**

of companies offer year-round giving, an increase of 11% from 2021




**45%**

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

# NEW DATA

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Each year we take feedback from our employees, customers and industry partners on what data to analyze and incorporate in the report. This new data reflects questions we have been asked about how employees are engaged with board service, trends for newly hired vs. tenured employees and how companies are deploying grant awards.

Throughout the report, we reference any significant increase or decrease in a metric from 2021 with a (+) or (-) symbol. Any new data points in this issue are referenced with this symbol 

In addition to 2022 data from the YourCause portfolio, this report includes a preview of how organizations using EVERFI from Blackbaud products are making an impact.

- 1** Board Service  
We looked at board member roles and average donation amount.
- 2** GrantsConnect  
Lots of new metrics! Cash vs. in-kind gifts, international vs. U.S. grant dollars, just to name a few.
- 3** Donation Trends  
This report includes average donation and company match for newly hired vs. tenured employees.
- 4** EVERFI Impact  
Organizations from Fortune 500 companies, financial institutions and global sports leagues deliver impact for students.

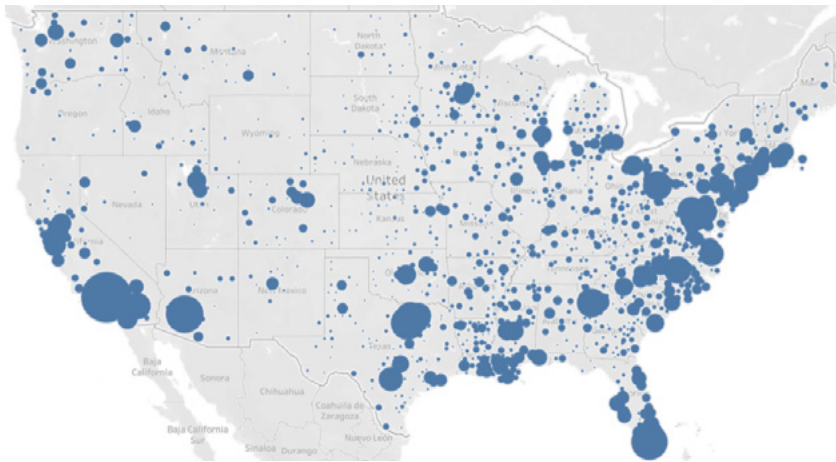
YourCause customer success team members volunteer to pack and deliver 500 meals to Austin Street Center in Dallas, Texas during the 2022 Week of Caring.





# INTRODUCING EVERFI

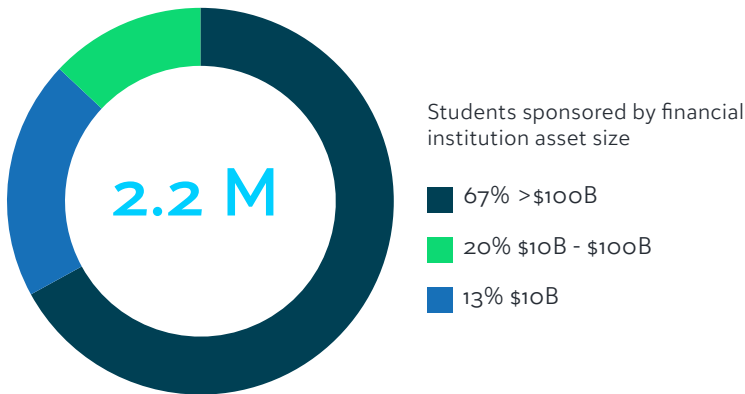
Forward-leaning organizations sponsor critical skills education to drive knowledge and improve students' lives around topics including financial education, college and career readiness, and health and wellness. EVERFI from Blackbaud enables corporations, foundations, and nonprofits to quickly reach over 5 million students in a classroom setting to deliver education to impact 21<sup>st</sup> -century skills.



- 5.5+ million student enrollments
- 25,000+ active K-12 schools
- 46% of active schools are Low-to-Moderate-Income (LMI)

The heat map shows data from 2021-2022 academic year concentration of active schools.

*\*A school is considered LMI if more than 50% of students are eligible for free or reduced-price lunch programs or it is a Title 1 school, when lunch program data is absent.*



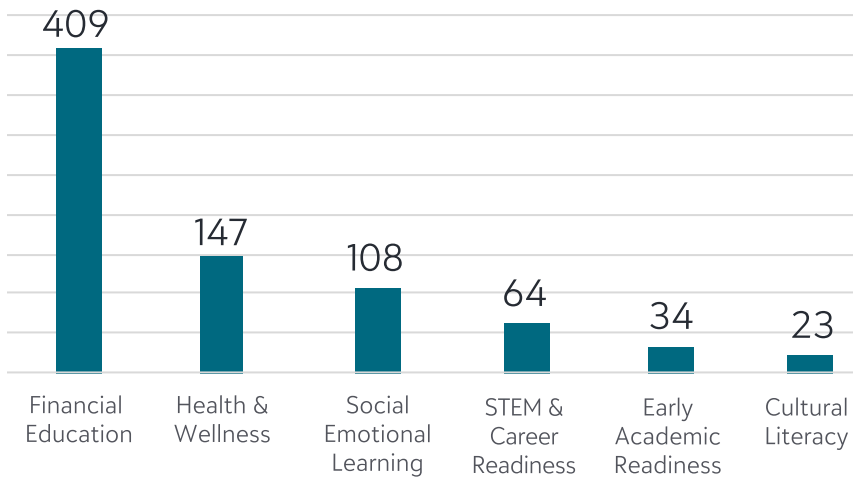
## Financial Education

Financial Education is EVERFI's founding topic and cornerstone of the value corporations, foundations, and nonprofits deliver to learners across North America and abroad.

*The pie chart shows the percent of learners enrolled for financial education in K-12 schools sponsored by financial institution asset size during the 2021-2022 school year. Total number of students enrolled in sponsored courses is shown in millions.*

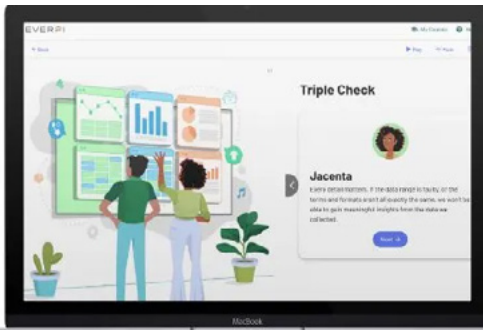


Number of Sponsor Organizations by Course



## Critical Skills Education

Over the past 15 years, EVERFI has expanded the scope of critical skills education offered. In 2022, organizations across all industries from financial institutions to Fortune 500 companies and global sports leagues enabled a wide variety of critical skills education opportunities in K-12 schools.



Browse Courses Available for Sponsorship

[LEARN MORE >](#)

### CUSTOMER STORY



HCA Provides Valuable Mental Wellness Education

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## SECTION

# 01 Global Employee Engagement

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### Insights

► **More employees engaged with giving and volunteering.**

Full-time and contract employees had an increase in giving and volunteering engagement rate since 2021. This led to an increase in the combined engagement rate.

► **The average annual donation amount decreased since 2021.**

Although more employees participated in giving, the average amount they gave was lower in 2022 compared to 2021. This makes sense considering the economic uncertainty clouding the year.

# 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                          | 11.69% (+)                 | 3.86%                      | 8.36% (+)                |
| Giving Engagement                            | 9.83% (+)                  | 4.24%                      | 4.52% (+)                |
| Volunteering Engagement                      | 7.18% (+)                  | 0.48%                      | 5.53% (+)                |
| Average Annual Employee Donation per Donor   | \$694 (-)<br>n = 4,809,793 | \$2,485 (-)<br>n = 214,301 | \$497 (-)<br>n = 452,894 |
| Average Annual Company Match per Participant | \$730 (-)                  | \$2,042                    | \$386 (-)                |
| Average Transactions per Donor               | 9                          | 10                         | 6                        |
| Average Hours per Volunteer                  | 12<br>n = 6,835,611        | 80<br>n = 220,350          | 15<br>n = 462,916        |

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

# Volunteer Hours by Group Size

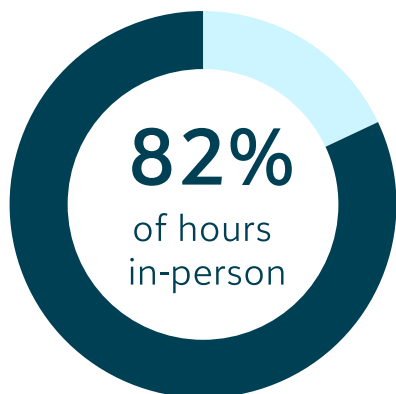
|            | Individual<br>Avg. Hours | Small Team<br>Avg. Hours | Medium Team<br>Avg. Hours | Large Team<br>Avg. Hours |
|------------|--------------------------|--------------------------|---------------------------|--------------------------|
| Full-time  | 32                       | 6                        | 5                         | 4                        |
| Retiree    | 95                       | 11                       | 4                         | 4                        |
| Contractor | 36                       | 9                        | 6                         | 3                        |

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+).

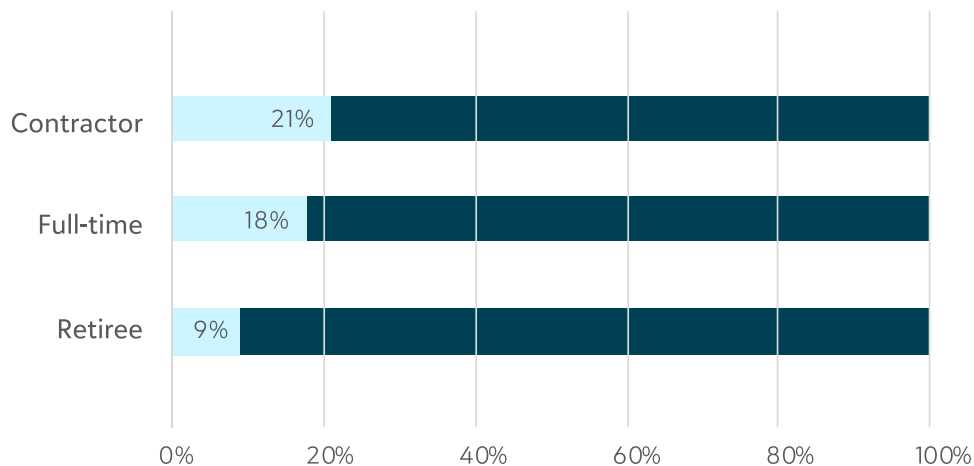
## Virtual vs. In-Person

In-person volunteer hours continue to increase. 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



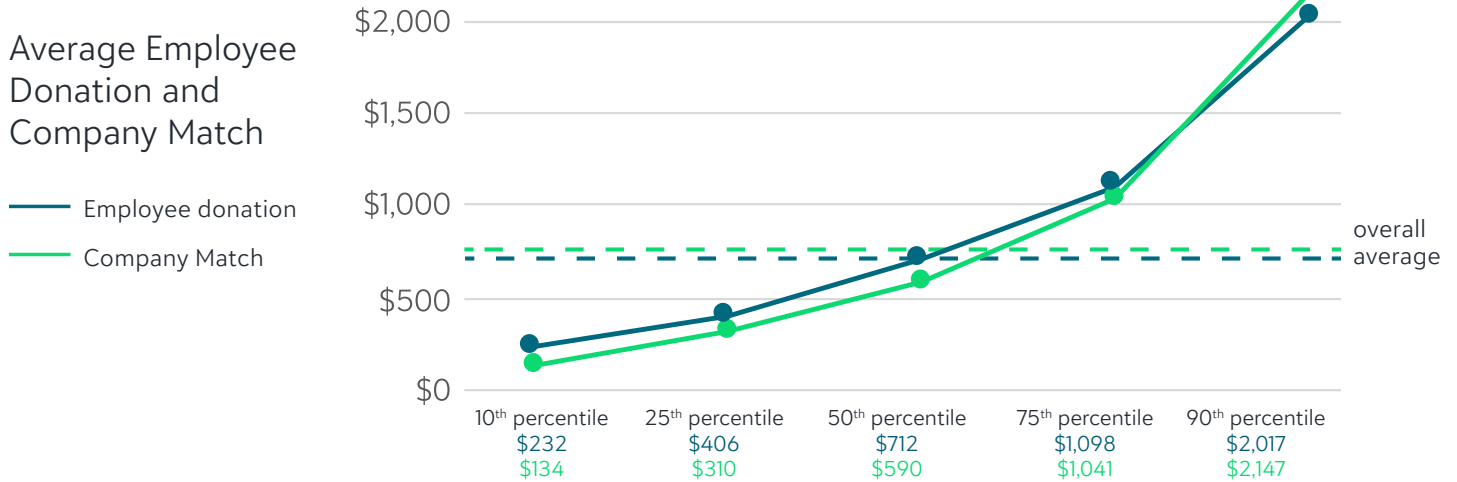
Tom Davidson, Executive Vice President, Corporate Impact at Blackbaud helps put together toys for the annual holiday campaign.



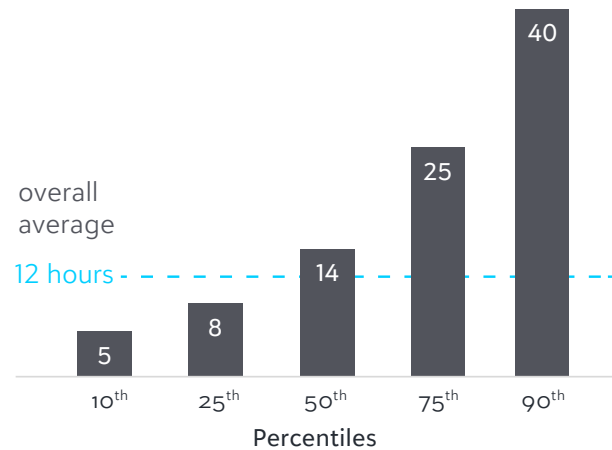


The average employee donation was \$720 (this is a decrease of -\$104 since 2021) and the average company match was \$740.

### Average Employee Donation and Company Match



### Average Hours per Volunteer



Volunteering engagement increased, which means more employees participated, however behavior remained the same with no change in the average hours at each percentile.

# Engagement Rate Distribution

The data reviews 2022 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%                 | 19%               | 13%                     |
| 90th Percentile | 40%                 | 33%               | 25%                     |

**Distribution for engagement rates stayed the same.**

There was only a change of 1% for some percentiles since 2021. Companies maintained their level of employee participation.

**Evaluating CSR Technology?**

Get a step-by-step approach to the vendor evaluation process

[Download](#)

**CSR Software Buyer's Guide**

Use this guide to help gather key information and requirements from your stakeholders to make an informed decision when selecting a software solution.



**CSR Software Buyer's Guide**

[LEARN MORE >](#)

## Donor Profile

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

|                           | <b>Large Donor</b><br>Who Donate over \$1k<br>Annually: | <b>Small Donor</b><br>Who Donate less than \$1k<br>Annually: |
|---------------------------|---|--|
| Average Employee Donation | \$3,630 (-)   | \$186 (-)  |
| Average Company Match     | \$3,158 (+)   | \$275 (+)  |
| Average Transactions      | 21  | 7  |

19.5X



Large donors gave 19.5x more than the small donors.

## One Transaction vs. Multiple Transactions

The data reviews 2022 giving for employees that had one transaction compared to employees who had multiple transactions.

| Employee Engagement<br>(Giving data regardless of new hire or tenured employee) | ONE TRANSACTION | MULTIPLE TRANSACTIONS |
|---|-----------------|-----------------------|
| Giving Engagement   | 2.03%           | 7.33%                 |
| Average Gift per Donor Including Company Match                                  | \$195 (-)       | \$1,406 (-)           |
| 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

- ▶ **Uncover the purpose behind the companies with the highest combined engagement rate for their enterprise size.**

When looking at enterprise segments with 0-10,000 employees, Columbia Bank, Desert Financial and BMC Software stood out with 96%, 91%, and 95% combined engagement rates respectively.



0-1,000  
**96%** Combined  
Engagement Rate



1,000-5,000  
**91%** Combined  
Engagement Rate



5,000-10,000  
**95%** Combined  
Engagement Rate



## Communities Can Count on Columbia

### HIGHLIGHTS

- 1 Year-round Employee Volunteering
- 2 200+ volunteer events in 2022
- 3 Connects ESG, DEI & CSR
- 4 Strong Nonprofit Partnerships

Columbia bank believes when your community thrives, we all thrive.

For nearly 100 years Columbia Bank has been serving communities within the tristate area. Their company-wide volunteering program, Team Columbia, has a **96% engagement rate** which is the highest rate among companies with 0-1,000 employees evaluated in this report. The Team Columbia program has a strong focus on giving back to the community whether that is through traditional volunteer activities with a registered 501(c)(3) nonprofit, volunteering in schools or participating in community parades and events around the holidays. In 2022 Columbia Bank exceeded their goal for number of events and employees participated in 215 volunteer activities throughout the year.

We interviewed Minoska Mateo, Vice President, Community Development Officer at Columbia Bank to learn more about their program's success and how the company embeds community service into their culture.

[READ THE INTERVIEW](#)

# 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<br>n = number of companies | 0-1,000<br>n = 79 | 1,001-5,000<br>n = 141 | 5,001-10,000<br>n = 56 | 10,001-50,000<br>n = 102 | 50,001-100,000<br>n = 26 | 100,000+<br>n = 13 |
|---|-------------------|------------------------|------------------------|--------------------------|--------------------------|--------------------|
| <b>Combined Engagement</b>                                | 29.34% (+)        | 22.71% (+)             | 17.16% (+)             | 13.08% (+)               | 11.82%                   | 7.5% (+)           |
| <b>Giving Engagement</b>                                  | 20.35%            | 15.06% (+)             | 9.99% (+)              | 8.45% (+)                | 7.54%                    | 7.54% (+)          |
| <b>Volunteering Engagement</b>                            | 24.61% (+)        | 18.39% (+)             | 13.27% (+)             | 8.28% (+)                | 4.59%                    | 4.59% (+)          |
| <b>Average Annual Employee Donation per Donor</b>         | \$1,665 (-)       | \$758 (-)              | \$658 (-)              | \$739 (-)                | \$722 (-)                | \$653 (-)          |
| <b>Average Annual Company Match per Participant</b>       | \$3,336           | \$682                  | \$527                  | \$873                    | \$650                    | \$630              |
| <b>Average Hours per Volunteer</b>                        | 17                | 11                     | 13                     | 12                       | 9                        | 15                 |
| <b>Percentage of Virtual Volunteer Hours</b>              | 9% (-)            | 13% (-)                | 19% (-)                | 19% (-)                  | 15% (-)                  | 19% (-)            |



Company size 1,001- 5,000 saw the biggest increase in volunteer engagement rate from 12% in 2021 to 18.3% in 2022.



# Giving Back is a Cornerstone of Desert Financial's Business

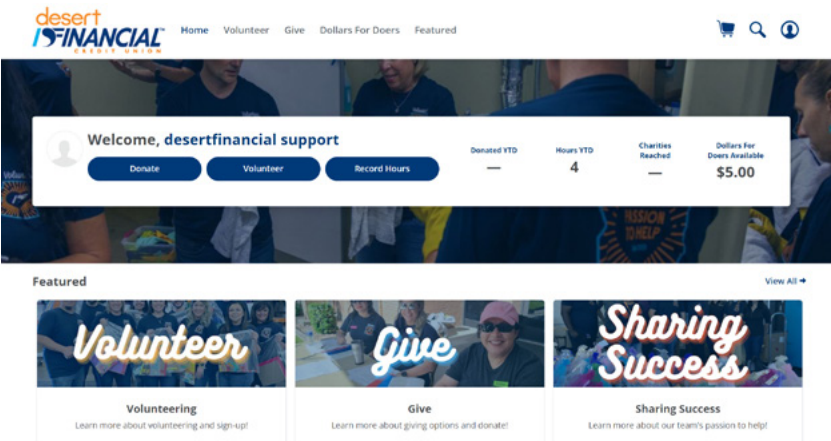
## HIGHLIGHTS

1 Year-round & Campaign Giving

2 Year-round Employee Volunteering

3 Cause Cards, Dollars for Doers and Internal Shout-outs as Incentives

4 Strong Nonprofit Partnerships



The community development program at Desert Financial was created 20 years ago and overtime the program has evolved to continually meet the needs of Arizona communities. Desert Financial has a wide variety of programs and initiatives with a focus on giving back to under-served communities. Their programs span from grants, sponsorships, Random Acts of Kindness, Teacher Appreciation, and employee giving and volunteering. We interviewed Carlissa Wright, Vice President of Community Development and Savannah Heath, Community Engagement Program Manager, to learn more about the nuts and bolts of how they operate a robust

year-round employee giving and volunteering program that engages **91% of their employees**. Desert Financial had the highest combined engagement rate among companies evaluated in this report with 1,000-5,000 employees.

[READ THE INTERVIEW](#)

The screenshot above shows how Desert Financial designed and customized their homepage within the CSRconnect platform to create something that is visually appealing and easier to navigate for their employees to give or volunteer.

# Volunteer Hours by Group Size

**Volunteer hours for large team events continue to decrease.**

Since we first started reporting this metric in Issue 9, which was 3 years ago, the average hours per volunteer for a large team event has decreased. This makes sense considering the shift in volunteerism due to the pandemic and changing needs of nonprofits.

*Learn more about the trends and [Changing Landscape of Volunteerism](#)*

|                | Average hours per volunteer |            |             |            |
|----------------|-----------------------------|------------|-------------|------------|
|                | Individual                  | Small Team | Medium Team | Large Team |
| 0-1,000        | 30                          | 5          | 4           | 2          |
| 1,001-5,000    | 27                          | 6          | 5           | 3          |
| 5,001-10,000   | 34                          | 6          | 5           | 5          |
| 10,001-50,000  | 30                          | 8          | 5           | 4          |
| 50,001-100,000 | 30                          | 6          | 4           | 4          |
| 100,000+       | 38                          | 6          | 5           | 5          |

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+).

## ! Insights from VolunteerMatch

The 2023 How We Connect research study gathered insights on volunteer participation. The data below shows the top factors chosen by respondents when asked: How do you decide where to spend time volunteering?

### ➤ **Mission is critical.**

#1 Answer. 67% of respondents reported they spend time volunteering when they feel strongly about the mission of an organization.

### ➤ **Scheduling is significant.**

#2 Answer. 42% of respondents reported choosing to volunteer based on how the time fits into their schedule.

[Download the Study](#)



# 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 11%.

| n/a = not applicable           | 0–<br>1,000 | 1,000–<br>5,000 | 5,001–<br>10,000 | 10,001–<br>50,000 | 50,001–<br>100,000 | 100,000+ |
|--------------------------------|-------------|-----------------|------------------|-------------------|--------------------|----------|
| <b>Combined Engagement</b>     |             |                 |                  |                   |                    |          |
| 10 <sup>th</sup> percentile    | 6%          | 1%              | 3%               | 2%                | 1%                 | 2%       |
| 25 <sup>th</sup> Percentile    | 15%         | 5%              | 4%               | 4%                | 2%                 | 2%       |
| Median                         | 23%         | 13%             | 10%              | 9%                | 6%                 | 5%       |
| 75 <sup>th</sup> Percentile    | 48%         | 26%             | 18%              | 16%               | 15%                | 12%      |
| 90 <sup>th</sup> Percentile    | 74%         | 39%             | 35%              | 28%               | 29%                | 19%      |
| <b>Giving Engagement</b>       |             |                 |                  |                   |                    |          |
| 10 <sup>th</sup> percentile    | 6%          | 2%              | 2%               | 1%                | 2%                 | 2%       |
| 25 <sup>th</sup> Percentile    | 13%         | 6%              | 3%               | 3%                | 3%                 | 3%       |
| Median                         | 23%         | 12%             | 8%               | 6%                | 5%                 | 6%       |
| 75 <sup>th</sup> Percentile    | 41%         | 21%             | 13%              | 12%               | 14%                | 12%      |
| 90 <sup>th</sup> Percentile    | 74%         | 30%             | 28%              | 22%               | 22%                | 17%      |
| <b>Volunteering Engagement</b> |             |                 |                  |                   |                    |          |
| 10 <sup>th</sup> percentile    | 1%          | 0%              | 1%               | 0%                | 0%                 | 1%       |
| 25 <sup>th</sup> Percentile    | 4%          | 1%              | 2%               | 1%                | 1%                 | 1%       |
| Median                         | 17%         | 6%              | 5%               | 3%                | 2%                 | 2%       |
| 75 <sup>th</sup> Percentile    | 32%         | 18%             | 11%              | 9%                | 3%                 | 3%       |
| 90 <sup>th</sup> Percentile    | 49%         | 35%             | 23%              | 17%               | 9%                 | 7%       |

# Percentile Rankings for Giving and Volunteering

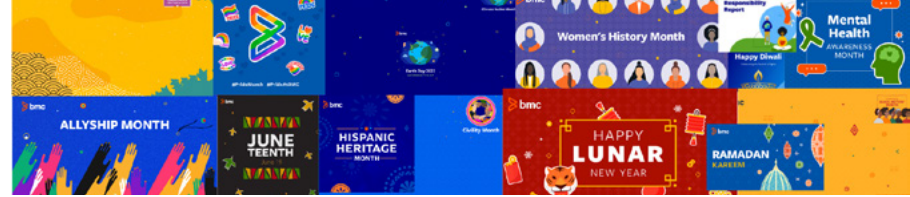
The table provides average employee donation amount and company match per donor and average volunteer hours per employee at each percentile ranking. Companies can benchmark where their programs align with their peers.

## The top 50% of companies exceed the overall average hours per volunteer.

Most companies at the 50th percentile across all sizes have employees that volunteer more than 12 hours per year.

| n/a = not applicable                 | 0–<br>1,000 | 1,000–<br>5,000 | 5,001–<br>10,000 | 10,001–<br>50,000 | 50,001–<br>100,000 | 100,00+ |
|--------------------------------------|-------------|-----------------|------------------|-------------------|--------------------|---------|
| <b>Employee Donation per Donor</b>   |             |                 |                  |                   |                    |         |
| 10 <sup>th</sup> Percentile          | \$319       | \$231           | \$258            | \$212             | \$377              | \$235   |
| 25 <sup>th</sup> Percentile          | \$521       | \$371           | 443              | \$411             | \$421              | \$265   |
| Median                               | \$1,271     | \$618           | \$750            | \$710             | \$718              | \$1,044 |
| 75 <sup>th</sup> Percentile          | \$2,313     | \$1,041         | \$964            | \$1,053           | \$1,191            | \$1,120 |
| 90 <sup>th</sup> Percentile          | \$5,920     | \$2,073         | \$1,530          | \$1,416           | \$1,704            | \$1,185 |
| <b>Company Match per Participant</b> |             |                 |                  |                   |                    |         |
| 10 <sup>th</sup> Percentile          | \$200       | \$127           | \$135            | \$172             | \$144              | \$156   |
| 25 <sup>th</sup> Percentile          | \$507       | \$245           | \$356            | \$312             | \$332              | \$419   |
| Median                               | \$1,063     | \$554           | \$471            | \$611             | \$581              | \$649   |
| 75 <sup>th</sup> Percentile          | \$2,699     | \$976           | \$789            | \$1,053           | \$793              | \$911   |
| 90 <sup>th</sup> Percentile          | \$9,062     | \$1,696         | \$1,155          | \$1,604           | \$2,144            | \$1,067 |
| <b>Hours per Volunteer</b>           |             |                 |                  |                   |                    |         |
| 10 <sup>th</sup> Percentile          | 7           | 4               | 6                | 6                 | 5                  | 6       |
| 25 <sup>th</sup> Percentile          | 9           | 7               | 9                | 10                | 8                  | 8       |
| Median                               | 14          | 12              | 17               | 19                | 11                 | 14      |
| 75 <sup>th</sup> Percentile          | 26          | 20              | 27               | 27                | 24                 | 19      |
| 90 <sup>th</sup> Percentile          | 34          | 32              | 32               | 46                | 36                 | 35      |

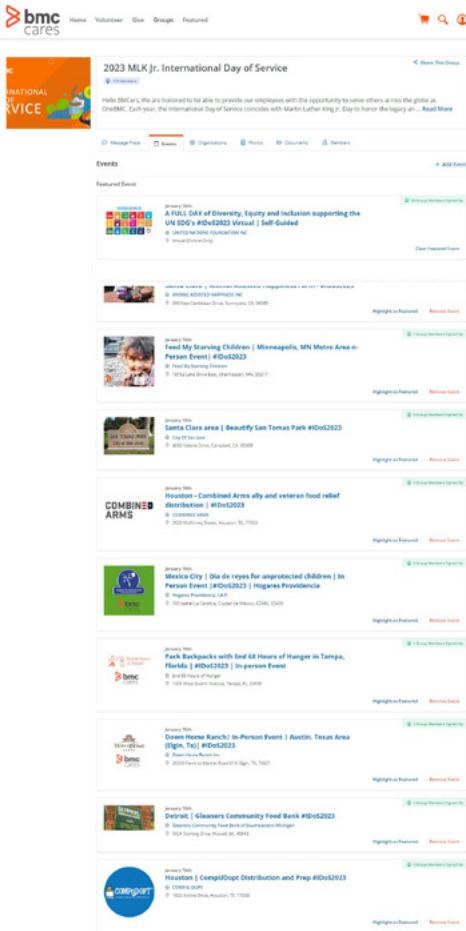




# A Snapshot of BMC Cares' Employee Engagement Playbook

## HIGHLIGHTS

- 1 CSR that aligns with the UN Sustainable Development Goals
- 2 Global Annual Day of Service on MLK Day
- 3 Year-round Employee Giving and Volunteering
- 4 Strong Nonprofit Partnerships



The award winning CSR program at BMC Software thoughtfully integrates DEI, social impact, learning and development and sustainability initiatives all while **engaging 95% of their workforce**. Their philanthropic work and volunteer program is known as BMC Cares and the company had the highest combined engagement rate among companies evaluated in this report with 5,000-10,000 employees. We interviewed Wendy Rentschler, Global Head of Corporate Social Responsibility, DEI, Belonging and ESG Impact at BMC to get a glimpse of the BMC playbook for how they engage a global workforce.

To the left you can see a screenshot of how BMC uses the group function to create a page in the platform where they can host all the volunteer opportunities for their annual day of service on Martin Luther King Jr. Day. This function allows all their employees across the globe to easily view volunteer events including in-person and virtual opportunities.

2022  
International  
Day of Service

50,000 hours

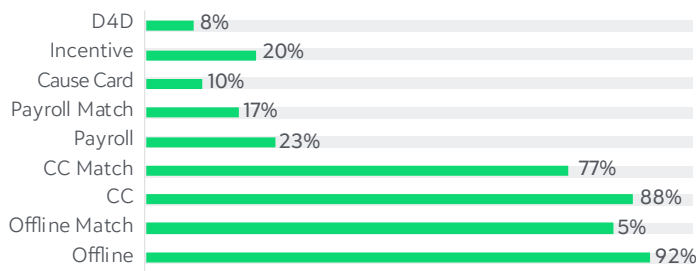
430+ nonprofits

[READ THE INTERVIEW](#)

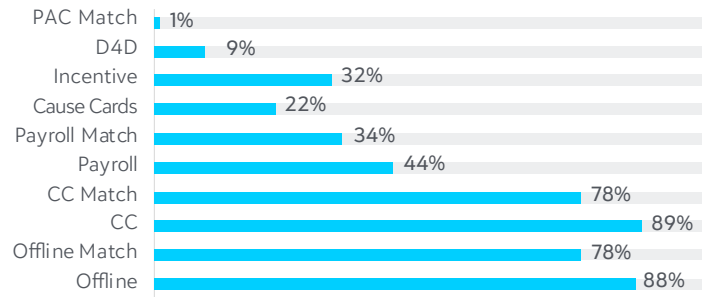
# Giving Methods Offered by Enterprise Size

The charts below show the percent of each giving method offered by enterprise size. Note: CC indicates Credit Card, D4D indicates Dollars for Doers and PAC indicates Political Action Committee.

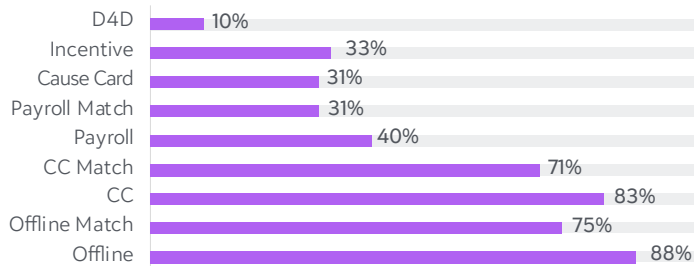
### Donation Methods Offered by 0-1,000



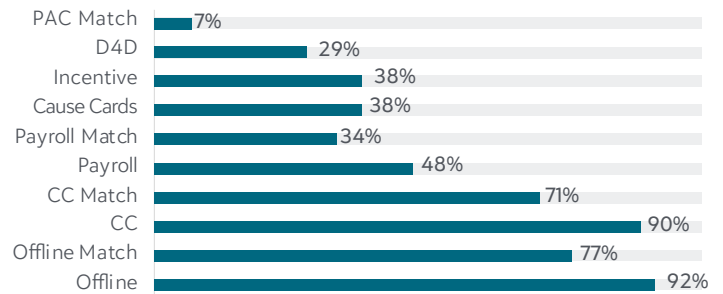
### Donation Methods Offered by 1,001-5,000



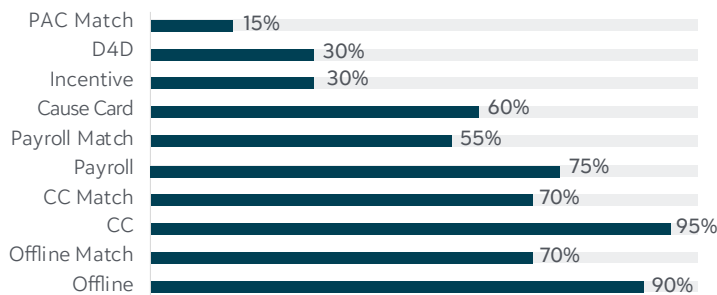
### Donation Methods Offered by 5,001-10,000



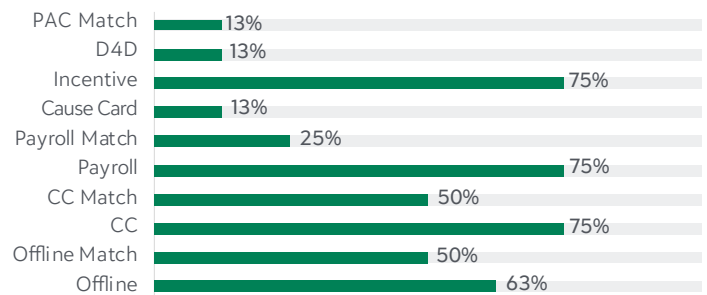
### Donation Methods Offered by 10,001-50,000



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

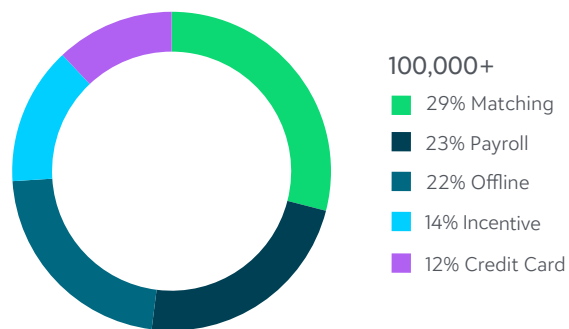
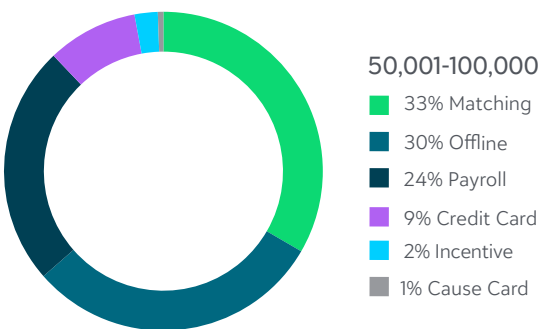
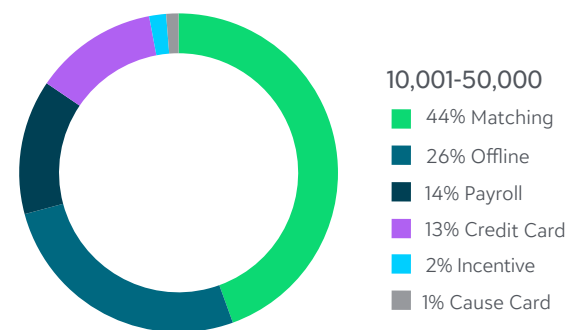
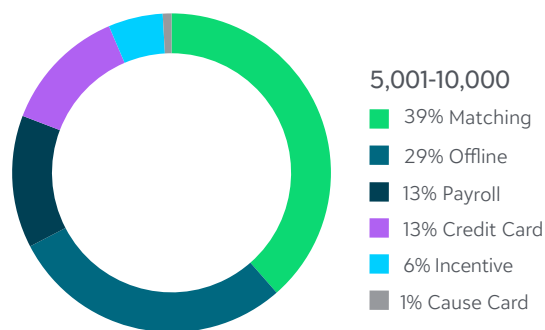
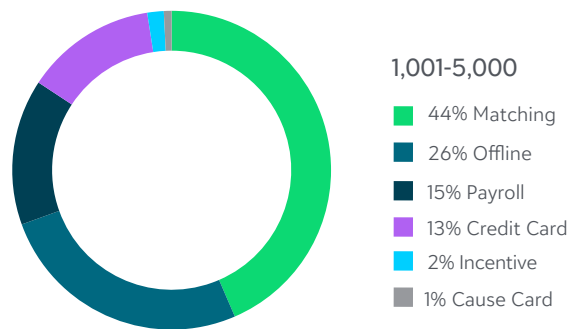
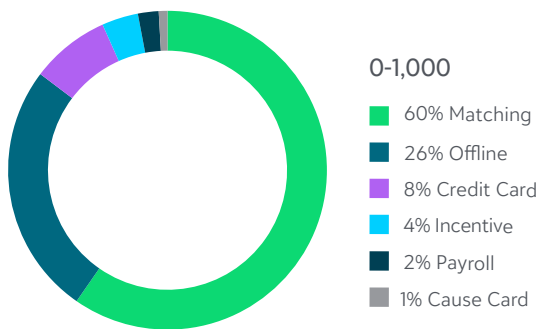


### Donation Methods Offered by 100,000+



# Donation Dollars Distribution by Company Size

Each chart shows the percent of total donation amount by giving method offered 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

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## Insights

► **Payroll giving leads with the highest engagement rate.**

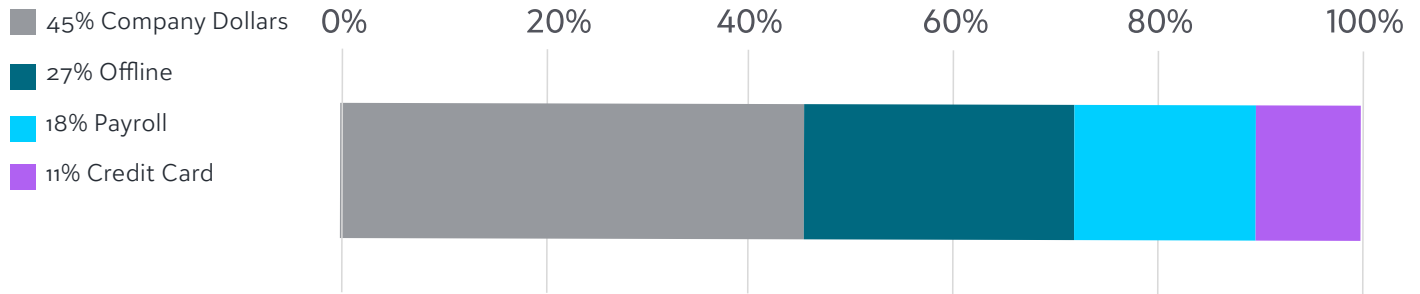
Although more dollars are donated via the offline giving method (see donation distribution chart on page 25), payroll continues to see the highest participation rate across all employees. The giving engagement rate for payroll increased since 2021.

► **45% of total donations were funded by company dollars.**

Company dollars includes matching gifts, Dollars for Doers, Cause Cards, and Incentives.

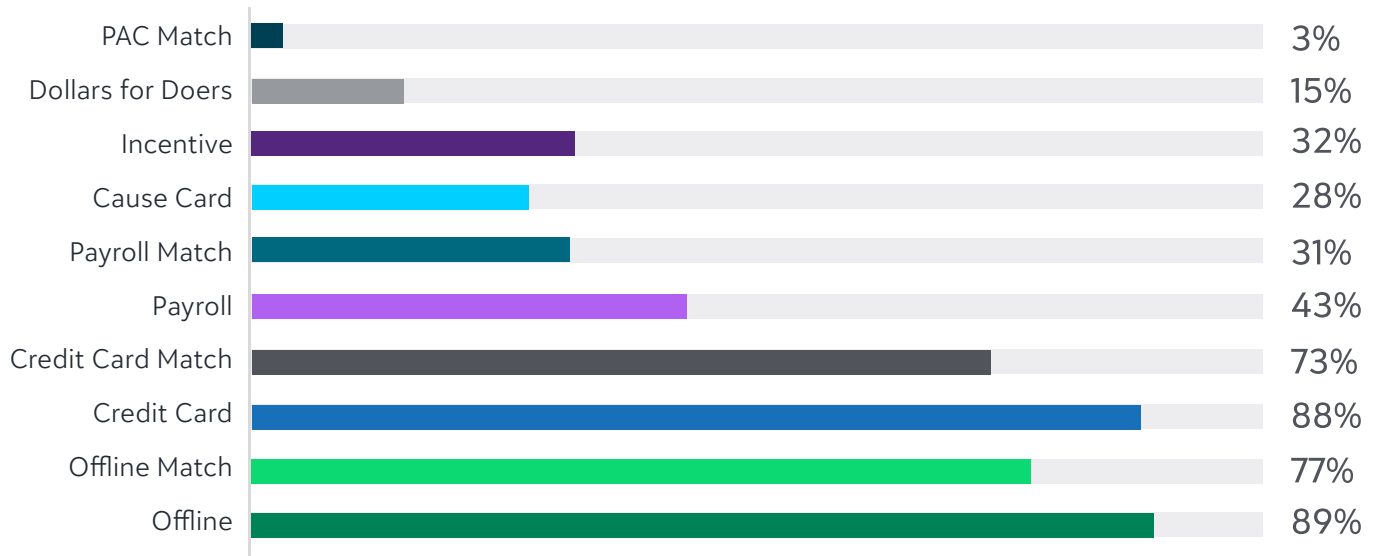
## Donation Dollars Distribution

This bar chart shows the percentage of the 2022 total donation amount distributed by giving methods. Employees can donate using the following methods: credit card, payroll, matching, offline tracking, Cause Cards, Incentives or Dollars for Doers. The company dollars giving method includes donations made through matching gifts, Cause Cards, Incentives or Dollars for Doers.



## Giving Methods Offered

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



# Credit Card Insight

The percent of companies covering credit card stayed at 51%.



**51%**  
covered fees

In 2022, 51% of the companies evaluated within this report covered credit card fees on donations made through the CSRconnect platform.



**\$215.48k**  
fees covered

Companies choosing to cover credit card fees for donations in 2022 allowed over \$215 thousand additional funds to be sent to nonprofits.

## ! Donation Insights for New vs. Tenured Employees

This reviews data from companies that opted-in to including the hire date on the employee profile. Companies looking to infuse purpose in the culture start with introducing their programs to new hires, often times by offering Cause Cards or Incentives for employees to make their first donation. You can review redemption rates for new vs. tenured employees on page 30 in this section.

| Data includes all domestic U.S. and global workforce. Newly hired = employees for less than 6 months<br>n = number of employees | <b>Newly Hired Employees</b><br>n = 3,019,618 | <b>Tenured Employees</b><br>n = 3,385,755 |
|---|---|---|
| Giving Engagement Rate  | 1.08%   | 7.24%                                     |
| Average Annual Employee Donation per Donor  | \$300   | \$700                                     |
| Average Annual Company Match per Participant  | \$322   | \$730                                     |
| Average Transactions per Donor  | 3   | 10  |

# 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.



52%

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



99%

Redemption rate for incentives issued through a general recognition program.



67%

Redemption rate for Cause Cards issued through Dollars for Doers program.



99%

Redemption rate for incentives issued through a Dollars for Doers program.



Activate Employee Engagement around Moments that Matter

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# Using Incentives for New vs. Tenured Employees

The data reviews 2022 global employee engagement for new and tenured employees at companies offering incentives to participate in the company's programs.

| (Newly Hired = employees at the company for less than six months) | Newly Hired Employees | Tenured Employees |
|---|-----------------------|-------------------|
| <b>Incentive Redemption Rate</b>                                  |                       |                   |
| Domestic U.S. Employees   | 99%                   | 99.5%             |
| Global Employees  | 100%                  | 99%               |
| Total   | 99.25%                | 99.5%             |
| <b>Cause Card Redemption Rate</b>                                 |                       |                   |
| Domestic U.S. Employees   | 41%                   | 52.5%             |
| Global Employees  | 20%                   | 34%               |
| Total   | 40.3%                 | 52%               |

*Note: Employees issued Cause Cards or incentives in 2022 could still redeem in 2023.*

# Donation Engagement

## Payroll giving continues to lead with the highest employee participation.

Payroll giving had the highest engagement rate at 7%. This giving method also saw the highest average transactions per donor. Transactions could be scheduled, recurring donations or the employees logging multiple one-time donations. It's important to consider multiple giving method options so employees feel comfortable with how they make a donation.

| Data includes all industries (domestic U.S. and global)<br>n = eligible employee sample size | Employee Engagement | Average Number of Transactions per Donor | Average Donation |
|--|---------------------|--|------------------|
| <b>Offline</b><br>n = 4,596,315  | 2.68%               | 3  | \$1,257          |
| <b>Offline Match</b><br>n = 3,744,086  | 2.52%               | 3  | \$1,252          |
| <b>Credit Card</b><br>n = 4,875,980  | 2.63%               | 2  | \$524            |
| <b>Credit Card Match</b><br>n = 3,690,234  | 2.46%               | 2  | \$641            |
| <b>Payroll</b><br>n = 3,345,255  | 7%                  | 9  | \$430            |
| <b>Payroll Match</b><br>n = 1,991,727  | 4.82%               | 8  | \$387            |
| <b>Cause Card</b><br>n = 1,767,266   | 1.1%                | 2  | \$187            |
| <b>Incentive</b><br>n = 2,590,434  | 2.39%               | 3  | \$410            |
| <b>Dollars for Doers</b><br>n=1,163,916  | 1.7%                | 2  | \$955            |
| <b>PAC Match</b><br>n=459,598  | 0.27%               | 2  | \$857            |

## SECTION

# 04

## Program Trends



### Insights

► **More companies are engaging employees with year-round giving.**

There was an increase in companies offering year-round giving from 81% in 2021 to 92% in 2022.

► **Increase in donations for disaster relief including over \$10.3 million for Ukraine campaigns**

Donations for disaster relief increased from \$5.8 million in 2021 to over \$12 million in 2022. Majority of disaster relief donations were for campaigns supporting Ukraine.

## Program Trends

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

| Data includes all domestic U.S. and global industries<br>n = number of companies<br>s = employee workforce<br>n/a = not applicable | <b>Giving Only</b><br>n = 77<br>s = 506,652 | <b>Volunteering Only</b><br>n = 83<br>s = 2,548,541 | <b>Giving and Volunteer</b><br>n = 257<br>s = 4,970,336 |
|--|---|---|---|
| <b>Engagement Rate</b>   | 8.2%  | 6%  | 14% (+)   |
| <b>Average Employee Donation per Donor</b>   | \$548                                       | n/a   | \$737 (-)   |
| <b>Average Company Match per Participant</b>   | \$888                                       | n/a   | \$735 (-)   |
| <b>Average Transactions per Donor</b>  | 8   | n/a   | 9   |
| <b>Average Volunteer Hours per Employee</b>  | n/a   | 10  | 14  |

## 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.

### 92% of companies with giving offer a year-round program

More companies engage their employees with year-round giving, an increase from 81% in 2021 to 92% in 2022. We have typically seen pledge campaigns with a higher engagement rate than year-round giving, but in 2022 there was only a 1% difference.

| Data includes all domestic U.S. and global industries<br>n = number of companies<br>s = employee workforce | <b>Pledge Campaigns</b><br>n = 27<br>s = 660,497 | <b>Year-Round Programs</b><br>n = 307<br>s = 4,799,944 |
|--|--|--|
| <b>Employee Engagement</b>   | 10% (-)  | 9%   |
| <b>Average Employee Donation per Donor</b>   | \$405 (-)  | \$774 (-)  |
| <b>Average Company Match per Participant</b>   | \$359  | \$811  |
| <b>Average Transactions per Donor</b>  | 7  | 9  |



## ! Board Service

Based on a customer request we wanted to answer the question: What is the average donation amount for employees that serve on boards? Averages were calculated for 2022 donations where board member active = true.

**\$6,985**

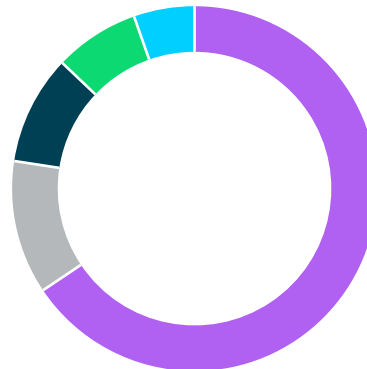
Average Annual  
Employee Donation for  
Board Members

**\$12,445**

Average Annual  
Company Match for  
Board Members

### Percent of Board Member Roles

The pie chart shows the roles listed by employees with active board membership.



- 61% Other Member
- 11% Treasurer
- 9% President
- 7% Vice President
- 5% Chairperson

YourCause and EVERFI from Blackbaud employees pack items for the annual holiday campaign.

# 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 194 companies with at least one Engagement Element.

| Engagement Elements | vs.                          | No Engagement Elements |
|---------------------|------------------------------|------------------------|
| <b>13.4% (+)</b>    | Combined Engagement Rate     | <b>8.3%</b>            |
| <b>10% (+)</b>      | Giving Engagement Rate       | <b>7%</b>              |
| <b>7.2% (+)</b>     | Volunteering Engagement Rate | <b>6.3%</b>            |
| <b>14</b>           | Average Hours per Volunteer  | <b>11</b>              |



**\$738**

Average Annual Employee Donation per Donor through an Engagement Element



**\$728**

Average Annual Company Match per Participant through an Engagement Element

# 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 EDUCATION
- 2 HUMAN SERVICES
- 3 YOUTH
- 4 PHILANTHROPY
- 5 ARTS & HUMANITIES

# Resource Groups

Resource Groups provide employees with similar interests a common place to share documents, send communications, and feature events. The chart below reflects 2022 engagement and participation data from companies that used Resource Groups.



**10%**

Combined Engagement Rate



**10.5%/6%**

Giving Engagement Rate/ Volunteering Engagement Rate



**\$634**

Average Annual Employee Donation per Donor



**\$721**

Average Annual Company Match per Participant



**9**

Average Transactions per Donor



**11**

Average Volunteer Hours per Employee

CUSTOMER STORY

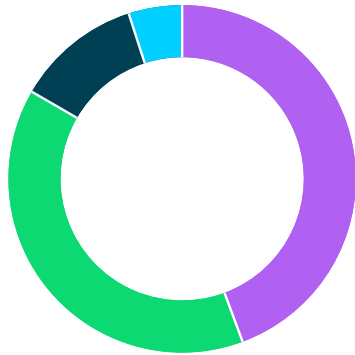
**withum** 

Uncover the Purpose  
Behind the Withum Way

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# 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. In 2022, we saw an increase in disaster relief funding grow to **over \$12.2 million** from the \$5.8 million donated in 2021. Disaster programs included campaigns for Ukraine or other disaster relief (earthquake, wildfire, storm, etc.)



The pie chart shows the donation distribution by giving method for all disaster relief funding.

## Donation Dollars Distribution

- 43% Credit Card
- 38% Matching
- 14% Payroll
- 6% Offline

**\$642**

Average Employee Donation for Ukraine

**\$669**

Average Company Match for Ukraine

**84%**

of donations for disaster for Ukraine (~\$10.3 million)

**\$862**

Average Employee Donation for Other

**\$750**

Average Company Match for Other

**16%**

of donations for disaster for Other



# Corporate Grantmaking with GrantsConnect

The data below breaks down grant programs offered by companies using GrantsConnect in 2022.

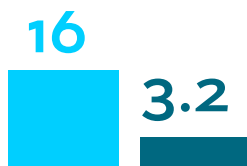
## ! Cash vs. In-kind Gifts

This year we looked at grant awarded by type. 96% of over 12,000 grants awarded using GrantsConnect were cash and 4% were in-kind gifts.



**\$11,015**  
average amount per grant awarded

Since 2021, the average amount per grant increased from \$8,306 to \$11,015 in 2022. This includes all grants, U.S. and international.



The largest number of programs at one client was 16, while the average number of programs per client in 2022 was 3.2.

| Data includes clients using GrantsConnect in 2022 | Sum of Grants per Client |
|---|--------------------------|
| 10th percentile                                   | \$70,240                 |
| 25th percentile                                   | \$263,864                |
| Median  | \$887,931                |
| 75th percentile                                   | \$3,549,607              |
| 90th percentile                                   | \$9,662,714              |

## Companies run grant programs of all sizes starting as low as \$1,800 in grants awarded.

The table shows the percentile ranking for the sum of grant dollars awarded per client using GrantsConnect in 2022. 25% of companies awarded more than \$3 million in grants in 2022.

## ! Grant Dollars Awarded by Location

This year we looked at grant dollars awarded to charities in the U.S. vs. internationally. 96% of the total \$592.7 million in grants was awarded to U.S. charities, while 4% (~\$24.3 million) was awarded internationally.

**\$592.7 M**

Sum of grant dollars awarded in 2022

**96%**

Percent of grant dollars awarded in the U.S.

**\$9,775**

Average amount per international grant

## ! Average Annual Grant Amount by Industry

Data includes clients using GrantsConnect in 2022  
n = number of companies

|   | Number of Individual Grants Awarded in 2022 | Average Amount/Grant Awarded |
|---|---|------------------------------|
| <b>Mining &amp; Construction</b><br>n= 7                      | 1,040                                       | \$29,986                     |
| <b>Manufacturing</b><br>n= 25                                 | 2,073                                       | \$39,850                     |
| <b>Transportation, Communications &amp; Utilities</b><br>n= 6 | 330   | \$37,768                     |
| <b>Retail &amp; Wholesale Trade</b><br>n= 27                  | 2,060                                       | \$16,584                     |
| <b>Finance, Insurance &amp; Real Estate</b><br>n= 45          | 3,957                                       | \$44,766                     |
| <b>Business Services</b><br>n=17                              | 1,295                                       | \$55,462                     |
| <b>Consumer &amp; Health Services</b><br>n=12                 | 1,000                                       | \$169,419                    |
| <b>Nonprofit</b><br>n=1                                       | 166   | \$67,926                     |

Using the same industry classification by SIC code as in section 5, we looked at the average amount per grant awarded.

SECTION

# 05

## Industry Trends



### Insights

► **Updated SIC categorization.**

We used SIC codes and mapped how companies are grouped in the methodology section at the end of this report.

► **3 industries fall below the overall combined engagement rate.**

The combined engagement rate across all industries was ~11% in 2022. Transportation, Communications, Utilities, Consumer & Health Services and Manufacturing fall behind.

## ! 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 (SIC). We've updated the methodology in section 10 to reflect the SIC codes that are grouped together for these categories.

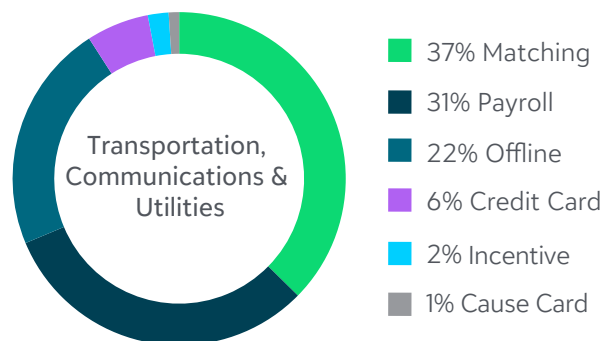
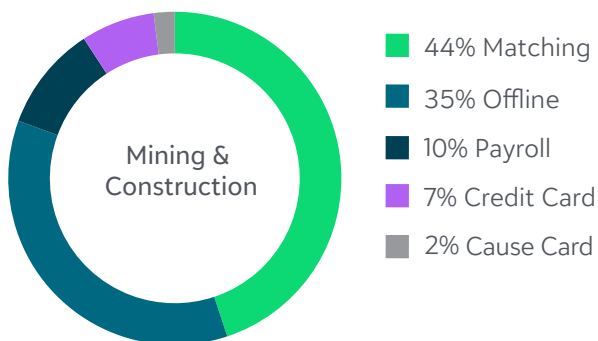
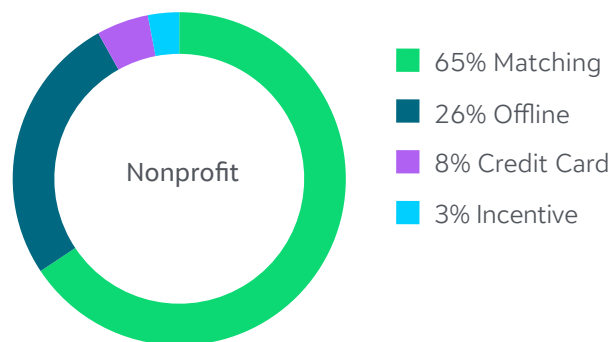
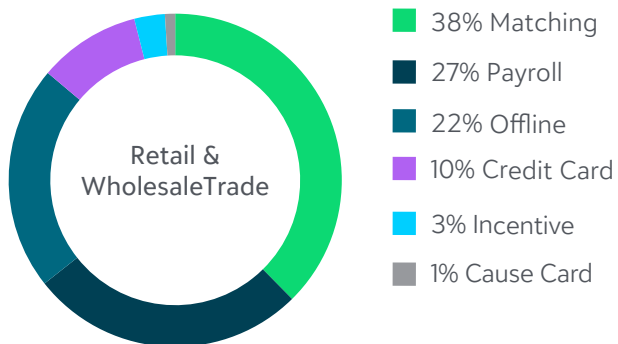
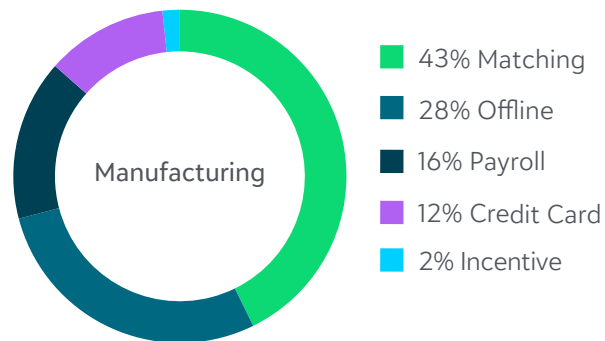
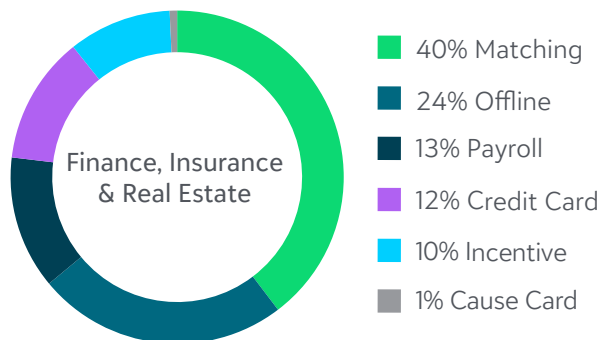
### Employees with retail and wholesale trade volunteer less hours.

Employees with retail and wholesale trade volunteer almost half as many hours, averaging 7 hours per volunteer compared to the overall average of 12 hours.

| Data includes domestic U.S. and global employees<br>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 Volunteer |
|---|----------------------|---------------------|--------------------------------------|--|--|-----------------------------|
| <b>Mining &amp; Construction</b><br>n = 17                                  | 194,527              | 13.75%              | 8.65% / 8.45%                        | \$1,743                                    | \$674  | 30                          |
| <b>Manufacturing</b><br>n = 76  | 1,514,075            | 8.84%               | 7% / 3.37%                           | \$782                                      | \$674  | 30                          |
| <b>Transportation, Communications &amp; Utilities</b><br>n = 38             | 1,307,973            | 5.21%               | 6% / 2.2%                            | \$525                                      | \$517  | 10                          |
| <b>Retail &amp; Wholesale Trade</b><br>n = 59                               | 874,981              | 12.62%              | 6.7% / 8.7%                          | \$497                                      | \$731  | 7                           |
| <b>Finance, Insurance &amp; Real Estate</b><br>n = 134                      | 1,351,661            | 16%                 | 12.7% / 11%                          | \$902                                      | \$1,584                                      | 23                          |
| <b>Business Services</b><br>n = 99  | 1,639,616            | 16.35%              | 9.47% / 10.6%                        | \$677                                      | \$891  | 15                          |
| <b>Consumer &amp; Health Services</b><br>n = 40                             | 1,558,520            | 7.33%               | 8% / 3.7%                            | \$398                                      | \$444  | 13                          |
| <b>Nonprofit</b><br>n = 9   | 11,003               | 23%                 | 7% / 20.75%                          | \$5,215                                    | \$1,132                                      | 37                          |

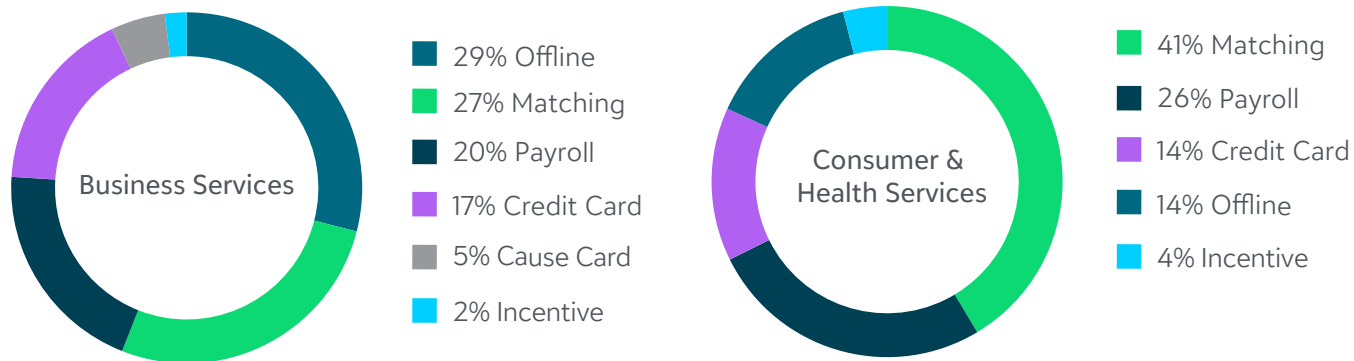
# Donation Distribution by Industry

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).



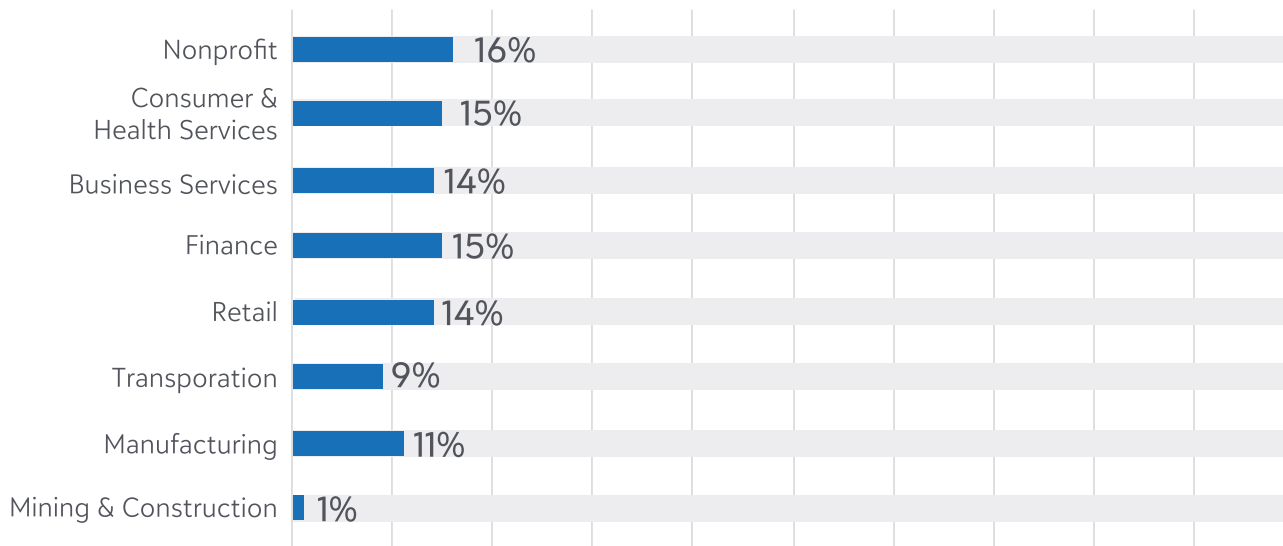
## Donation Distribution by Industry

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).



## Virtual Volunteer Hours

This chart shows the percentage of volunteer hours that were virtual.



## SECTION

# 06

# Geographic Trends

---

## Insights

- ▶ **U.S. employees pass global employees with a higher volunteer engagement rate.**




In 2021 global employees had the highest engagement rate, but in 2022 U.S. employees increase their volunteering with a higher engagement rate than global employees.

- ▶ **48% of companies evaluated in this report have global employees.**

Over 2 million of the 8 million employee population from companies evaluated are located outside of the U.S. Companies may offer giving, volunteering or both to their global employees.

# 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><br>n = 1,317,962<br> | <b>South</b><br>n = 1,205,325<br>        | <b>East</b><br>n = 1,612,950<br>  | <b>North</b><br>n = 515,741<br> | <b>Midwest</b><br>n = 784,777<br> |
|--|---|---|---|--|--|
| <b>Engagement</b><br>(Giving/Volunteering)                   | 10.8% / 5%  | 10.93% / 4.22%  | 11.19% / 6.00%  | 11.17% / 8.33%   | 11.75% / 5.51%   |
| <b>Average Annual Gift per Donor including company match</b> | \$1,260   | \$688   | \$877   | \$940  | \$775  |
| <b>Average Hours per Employee</b>                            | 16  | 14  | 12  | 16   | 17   |
|  | <b>Western region:</b><br>Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah, and Washington        | <b>Southern region:</b><br>Alabama, Arkansas, Florida, Louisiana, Mississippi, New Mexico, Oklahoma, Tennessee, and Texas | <b>Eastern region:</b><br>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><br>Michigan, Minnesota, Montana, North Dakota, South Dakota, Wisconsin, and Wyoming        | <b>Midwest region:</b><br>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.

| Data includes all companies (domestic and global)<br>n = eligible employee sample size | Domestic North America     | Global                     |
|--|----------------------------|----------------------------|
| Combined Engagement  | 12.68% (+)                 | 7.25% (+)                  |
| Giving Engagement  | 11.2%                      | 3% (+)                     |
| Volunteering Engagement  | 7.1% (+)                   | 5.9% (+)                   |
| Average Annual Employee Donation per Donor   | \$731 (-)<br>n = 3,857,420 | \$323 (-)<br>n = 1,221,595 |
| Average Annual Company Match per Participant   | \$765 (-)                  | \$292 (-)                  |
| Average Transactions per Donor   | 9                          | 3                          |
| Average Hours per Volunteer  | 13<br>n = 5,094,062        | 9<br>n = 2,009,500         |

YourCause from Blackbaud employee volunteers to help pull weeds from a local pollinator garden.

# Continent Insights

## Employees in Africa exceed average annual donation amount.

Although overall global employees give less, 2022 data shows employees in Africa exceed the average annual employee donation amount of \$720.

|   | Africa                    | Asia                     | Europe                   | North America              | Oceania                 | South America            |
|---|---------------------------|--------------------------|--------------------------|----------------------------|-------------------------|--------------------------|
| n = number of companies<br>s = employee workforce | n=55                      | n=130                    | n=142                    | n=410                      | n=94                    | n=90                     |
| Combined Engagement                               | 3.86%                     | 9% (+)                   | 5.9% (+)                 | 12.24% (+)                 | 6.41%                   | 5%                       |
| Giving Engagement                                 | 1.13% (+)                 | 1.83%                    | 3.89% (+)                | 10.87% (+)                 | 2.32%                   | 1%                       |
| Volunteering Engagement                           | 3.5%                      | 8% (+)                   | 4.1% (+)                 | 7% (+)                     | 5%                      | 4.7%                     |
| Average Annual Employee Donation per Donor        | \$1,514 (-)<br>s = 48,449 | \$290 (-)<br>s = 767,486 | \$271 (-)<br>s = 715,293 | \$722 (-)<br>s = 5,865,623 | \$370 (-)<br>s = 40,992 | \$132 (-)<br>s = 120,815 |
| Average Annual Company Match per Participant      | \$1,141                   | \$178                    | \$341                    | \$758                      | \$371                   | \$211                    |
| Average Transactions per Donor                    | 9                         | 2                        | 3                        | 9                          | 3                       | 2                        |
| Average Hours per Employee                        | 6<br>s = 47,711           | 8<br>s = 754,203         | 11<br>s = 690,840        | 13<br>s = 5,495,290        | 10<br>s = 39,475        | 10<br>s = 117,876        |

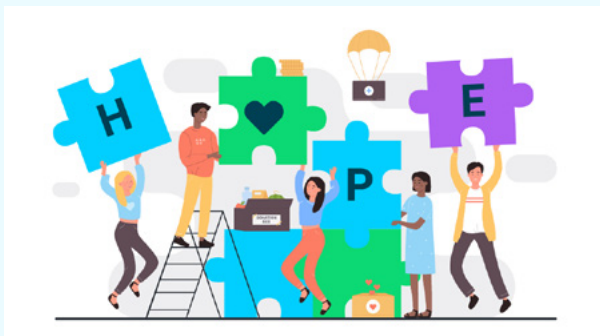
## SECTION

# 07 Performance by Work Country

### ! Insights from Outside Sources

- **Highly engaged businesses realize a 41% reduction in absenteeism, 24% less turnover, 17% increase in productivity.**

-2022 Gallup State of Global Workplace Report.



Doing Good When Times  
are Bad: Recession Proof  
Your CSR

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# Top Countries for Donation Amount and Volunteering

Employees' work country was sorted by the largest average annual employee donation amount and highest average volunteer hours per employee. All new countries enter the top five spots in 2022 for average hours per volunteer.

## Top Five by Average Annual Employee Donation

- 1 Angola - \$3,714
- 2 Equatorial Guinea - \$3,200
- 3 Kazakhstan - \$3,127
- 4 Nigeria - \$2,823
- 5 Kuwait - \$2,414

## Top Five by Average Volunteers Hours

- 1 Chile - 50
- 2 Chad - 38
- 3 Paraguay- 24
- 4 Czech Republic - 22
- 5 Switzerland - 19

Centre 55 held their first farmers market for low-income seniors in their local community. Blackbaud employees in Canada volunteered to help make the event a success by assisting with setting up the market, selling the produce and aiding senior shoppers.



| 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 Volunteer |
|------------------------|---------------------|-------------------|-------------------------|--|--|--------------------------------|-----------------------------|
| <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                | 0.96%               | 0.17%             | 1.01%                   |  |  |                                | 2                           |
| Angola                 | 1.80%               | 1.67%             | 0.23%                   | \$3,714                                    | \$2,820                                      | 27                             | 9                           |
| Argentina              | 4.15%               | 0.74%             | 3.88%                   | \$1,026                                    | \$722  | 2                              | 9                           |
| Australia              | 6.46%               | 2.34%             | 5.12%                   | \$356                                      | \$377  | 3                              | 10                          |
| Austria                | 7.44%               | 4.89%             | 3.95%                   | \$191                                      | \$304  | 2                              | 7                           |
| Azerbaijan             | 1.01%               | 1.44%             | 0.25%                   | \$317                                      |  | 5                              | 1                           |
| Bahamas                | 0.95%               | 1.10%             | 0.47%                   | \$160                                      | \$160  | 2                              | 1                           |
| Bahrain                | 1.20%               | 4.08%             | 0.60%                   | \$650                                      | \$650  | 2                              | 2                           |
| Bangladesh             | 11.04%              | 3.75%             | 9.98%                   | \$1,325                                    | \$5,060                                      | 5                              | 5                           |
| Belarus                | 2.20%               | 0.51%             | 2.20%                   |  |  |                                | 8                           |
| Belgium                | 6.31%               | 2.09%             | 5.52%                   | \$297                                      | \$339  | 3                              | 9                           |
| Bermuda                | 7.39%               | 7.11%             | 0.84%                   | \$2,150                                    | \$2,958                                      | 4                              | 4                           |
| Bolivia                | 5.88%               | 5.26%             | 5.88%                   |  |  |                                | 3                           |
| Bosnia and Herzegovina | 0.38%               | 0.39%             | 0.39%                   |  |  |                                | 8                           |
| Brazil                 | 5.91%               | 0.98%             | 5.71%                   | \$53                                       | \$121  | 2                              | 8                           |
| British Virgin Islands | 12.50%              |                   | 12.50%                  |  |  |                                | 5                           |
| Bulgaria               | 6.56%               | 2.66%             | 4.91%                   | \$69                                       | \$200  | 1                              | 4                           |
| Cambodia               | 4.90%               | 2.70%             | 4.49%                   | \$40                                       | \$80   | 2                              | 14                          |
| Canada                 | 10.17%              | 8.50%             | 6.79%                   | \$417                                      | \$412  | 5                              | 8                           |
| Cayman Islands         | 6.12%               | 8.33%             | 1.02%                   |  | \$250  | 1                              | 1                           |
| Chad                   | 0.38%               | 2.33%             | 0.38%                   |  |  |                                | 38                          |
| Chile                  | 2.27%               | 0.71%             | 2.08%                   | \$67                                       | \$331  | 2                              | 50                          |
| China                  | 9.31%               | 1.50%             | 8.81%                   | \$52                                       | \$67   | 2                              | 9                           |
| Colombia               | 5.48%               | 2.09%             | 4.89%                   | \$92                                       | \$170  | 2                              | 8                           |
| Costa Rica             | 5.58%               | 0.57%             | 5.38%                   | \$85                                       | \$117  | 2                              | 13                          |
| Croatia                | 12.70%              | 2.74%             | 10.38%                  | \$126                                      | \$138  | 1                              | 6                           |
| Cyprus                 | 14.59%              | 0.86%             | 14.59%                  |  |  |                                | 5                           |
| Czech Republic         | 4.12%               | 1.93%             | 2.54%                   | \$138                                      | \$181  | 2                              | 22                          |
| Denmark                | 7.07%               | 3.53%             | 4.46%                   | \$184                                      | \$528  | 1                              | 10                          |



| 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 |
|-----------------------|---------------------|-------------------|-------------------------|--|--|--------------------------------|----------------------------|
| Dominican Republic    | 3.23%               | 0.13%             | 3.27%                   | \$61                                       | \$70   | 2                              | 4                          |
| Ecuador               | 0.73%               | 0.37%             | 0.62%                   | \$50                                       | \$1,500                                      | 1                              | 2                          |
| Egypt                 | 3.64%               | 0.41%             | 3.59%                   | \$1,877                                    | \$1,332                                      | 8                              | 6                          |
| Equatorial Guinea     | 7.41%               | 11.11%            |                         | \$3,200                                    | \$3,200                                      | 38                             |                            |
| Estonia               | 9.44%               | 2.77%             | 8.05%                   | \$42                                       | \$201  | 2                              | 3                          |
| Ethiopia              | 4.97%               | 30.00%            | 4.69%                   | \$126                                      |  | 7                              | 3                          |
| Fiji                  | 0.31%               | 0.34%             | 0.31%                   |  |  |                                | 1                          |
| Finland               | 7.30%               | 5.81%             | 3.50%                   | \$116                                      | \$199  | 2                              | 9                          |
| France                | 4.24%               | 1.62%             | 3.18%                   | \$220                                      | \$261  | 2                              | 6                          |
| Georgia               | 0.25%               | 8.33%             | 0.25%                   |  |  |                                | 1                          |
| Germany               | 5.86%               | 3.39%             | 3.17%                   | \$284                                      | \$344  | 2                              | 14                         |
| Greece                | 7.11%               | 3.00%             | 6.03%                   | \$144                                      | \$174  | 2                              | 8                          |
| Guam                  | 17.72%              | 6.25%             | 17.72%                  |  |  |                                | 4                          |
| Guatemala             | 0.53%               | 0.84%             | 0.48%                   | \$45                                       | \$45   | 2                              | 6                          |
| Guernsey              | 4.59%               | 5.50%             |                         | \$165                                      | \$54   | 1                              |                            |
| Honduras              | 0.08%               | 0.72%             | 0.08%                   |  |  |                                | 3                          |
| Hong Kong             | 5.64%               | 1.60%             | 4.88%                   | \$639                                      | \$457  | 3                              | 18                         |
| Hungary               | 6.38%               | 3.44%             | 5.10%                   | \$71                                       | \$151  | 2                              | 11                         |
| Iceland               |                     | 22.22%            |                         | \$100                                      |  | 1                              |                            |
| India                 | 9.62%               | 1.71%             | 8.82%                   | \$188                                      | \$86   | 1                              | 8                          |
| Indonesia             | 1.43%               | 0.49%             | 1.43%                   | \$35                                       | \$87   | 2                              | 9                          |
| Ireland               | 16.03%              | 7.52%             | 11.49%                  | \$186                                      | \$236  | 3                              | 13                         |
| Isle of Man           | 3.33%               | 6.67%             | 3.33%                   | \$225                                      | \$225  | 2                              | 3                          |
| Israel                | 19.78%              | 7.31%             | 14.35%                  | \$443                                      | \$384  | 3                              | 10                         |
| Italy                 | 7.20%               | 3.51%             | 5.26%                   | \$118                                      | \$205  | 2                              | 9                          |
| Jamaica               | 16.04%              | 0.45%             | 16.44%                  |  |  |                                | 4                          |
| Japan                 | 5.95%               | 1.30%             | 4.87%                   | \$121                                      | \$201  | 2                              | 5                          |
| Jersey                | 5.17%               | 5.17%             | 1.72%                   | \$489                                      |  | 1                              | 7                          |
| Jordan                | 7.89%               | 4.49%             | 7.17%                   | \$29                                       | \$47   | 1                              | 9                          |
| Kazakhstan            | 6.75%               | 10.72%            | 1.18%                   | \$3,127                                    | \$2,868                                      | 23                             | 18                         |

| 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                 | 5.08%               | 2.21%             | 4.44%                   | \$57                                       | \$789  | 2                              | 12                         |
| Kuwait                | 2.85%               | 1.67%             | 1.71%                   | \$2,414                                    | \$2,129                                      | 17                             | 10                         |
| Kyrgyzstan            | 0.29%               |                   | 0.29%                   |  |  |                                | 3                          |
| Latvia                | 18.87%              | 4.29%             | 17.86%                  | \$104                                      | \$304  | 2                              | 5                          |
| Lebanon               | 3.90%               | 1.53%             | 3.25%                   | \$124                                      | \$115  | 2                              | 5                          |
| Lithuania             | 5.21%               | 5.17%             | 2.04%                   | \$109                                      | \$183  | 2                              | 5                          |
| Luxembourg            | 25.80%              | 7.86%             | 23.40%                  | \$372                                      | \$206  | 3                              | 6                          |
| Macau                 | 9.72%               | 0.44%             | 7.22%                   |  |  |                                | 2                          |
| Macedonia             | 61.54%              | 5.26%             | 61.54%                  |  |  |                                | 6                          |
| Malaysia              | 20.23%              | 1.05%             | 20.10%                  | \$222                                      | \$160  | 3                              | 12                         |
| Mexico                | 1.74%               | 0.35%             | 1.78%                   | \$113                                      | \$280  | 2                              | 13                         |
| Micronesia            | 30.36%              | 3.57%             | 30.36%                  |  | \$25   | 1                              | 8                          |
| Montenegro            | 12.08%              |                   | 12.08%                  |  |  |                                | 10                         |
| Morocco               | 10.18%              | 0.15%             | 10.26%                  | \$58                                       | \$210  | 2                              | 5                          |
| Myanmar               | 34.44%              | 8.20%             | 34.44%                  |  | \$206  | 1                              | 12                         |
| Netherlands           | 8.47%               | 3.88%             | 6.69%                   | \$186                                      | \$235  | 2                              | 11                         |
| New Zealand           | 6.05%               | 2.64%             | 4.71%                   | \$548                                      | \$298  | 2                              | 8                          |
| Nigeria               | 5.37%               | 4.35%             | 2.91%                   | \$2,823                                    | \$2,836                                      | 24                             | 5                          |
| Norway                | 4.85%               | 2.53%             | 2.63%                   | \$425                                      | \$715  | 4                              | 13                         |
| Oman                  | 1.25%               | 0.51%             | 1.07%                   | \$53                                       |  | 1                              | 8                          |
| Pakistan              | 2.73%               | 0.99%             | 2.29%                   | \$581                                      | \$737  | 3                              | 6                          |
| Panama                | 24.74%              | 1.30%             | 24.09%                  | \$85                                       | \$77   | 1                              | 5                          |
| Paraguay              | 1.03%               | 0.61%             | 1.03%                   |  |  |                                | 24                         |
| Peru                  | 2.40%               | 0.21%             | 2.40%                   | \$27                                       | \$113  | 1                              | 6                          |
| Philippines           | 12.18%              | 1.82%             | 9.39%                   | \$467                                      | \$121  | 1                              | 5                          |
| Poland                | 6.48%               | 1.53%             | 6.09%                   | \$121                                      | \$239  | 2                              | 7                          |
| Portugal              | 7.28%               | 2.10%             | 6.21%                   | \$97                                       | \$151  | 2                              | 7                          |
| Puerto Rico           | 23.62%              | 25.91%            | 7.05%                   | \$156                                      | \$163  | 8                              | 5                          |
| Qatar                 | 2.73%               | 1.38%             | 1.85%                   | \$655                                      | \$966  | 6                              | 4                          |
| Republic of the Congo | 2.44%               | 4.88%             |                         | \$500                                      | \$500  | 2                              |                            |
| Romania               | 6.39%               | 3.16%             | 5.19%                   | \$101                                      | \$158  | 2                              | 4                          |

| 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 |
|-----------------------|---------------------|-------------------|-------------------------|--|--|--------------------------------|----------------------------|
| Russia                | 0.12%               | 0.32%             | 0.09%                   | \$560                                      | \$243  | 2                              | 8                          |
| Saudi Arabia          | 1.83%               | 0.40%             | 1.63%                   | \$507                                      | \$485  | 3                              | 8                          |
| Serbia                | 5.60%               | 1.64%             | 5.20%                   | \$20                                       | \$126  | 1                              | 6                          |
| Singapore             | 13.19%              | 5.47%             | 10.49%                  | \$340                                      | \$329  | 3                              | 7                          |
| Slovakia              | 21.43%              | 4.43%             | 19.18%                  | \$90                                       | \$160  | 1                              | 8                          |
| Slovenia              | 14.77%              | 4.45%             | 11.57%                  | \$75                                       | \$65   | 1                              | 6                          |
| South Africa          | 2.29%               | 2.20%             | 1.81%                   | \$321                                      | \$288  | 2                              | 6                          |
| South Korea           | 6.25%               | 1.71%             | 5.69%                   | \$119                                      | \$96   | 3                              | 5                          |
| Spain                 | 8.79%               | 4.16%             | 6.32%                   | \$133                                      | \$199  | 2                              | 6                          |
| Sri Lanka             | 8.05%               | 0.60%             | 8.12%                   |  |  |                                | 3                          |
| Sweden                | 8.78%               | 4.83%             | 5.82%                   | \$274                                      | \$315  | 2                              | 7                          |
| Switzerland           | 7.32%               | 4.34%             | 4.39%                   | \$355                                      | \$559  | 2                              | 19                         |
| Taiwan                | 17.12%              | 3.05%             | 15.47%                  | \$269                                      | \$257  | 4                              | 7                          |
| Tanzania              | 0.65%               | 5.56%             | 0.65%                   |  |  |                                | 2                          |
| Thailand              | 2.89%               | 0.55%             | 2.62%                   | \$381                                      | \$497  | 3                              | 12                         |
| Trinidad and Tobago   | 2.64%               | 1.04%             | 2.09%                   | \$140                                      | \$275  | 2                              | 5                          |
| Tunisia               | 0.20%               | 0.21%             | 0.20%                   |  |  |                                | 2                          |
| Turkey                | 3.29%               | 2.86%             | 2.65%                   | \$136                                      | \$233  | 2                              | 5                          |
| Uganda                | 18.75%              | 11.11%            | 18.75%                  |  |  |                                | 3                          |
| Ukraine               | 1.30%               | 0.58%             | 1.21%                   | \$33                                       | \$150  | 1                              | 5                          |
| United Arab Emirates  | 5.66%               | 5.48%             | 2.53%                   | \$202                                      | \$220  | 2                              | 6                          |
| United Kingdom        | 4.06%               | 5.27%             | 2.66%                   | \$356                                      | \$433  | 4                              | 16                         |
| United States         | 12.66%              | 10.93%            | 7.25%                   | \$747                                      | \$780  | 9                              | 14                         |
| Uruguay               | 0.59%               | 0.21%             | 0.52%                   | \$105                                      |  | 1                              | 5                          |
| Venezuela             | 1.96%               | 0.57%             | 1.89%                   | \$50                                       | \$50   | 2                              | 2                          |
| Vietnam               | 5.75%               | 0.37%             | 6.10%                   | \$1,356                                    | \$1,663                                      | 4                              | 6                          |



## SECTION

# 08

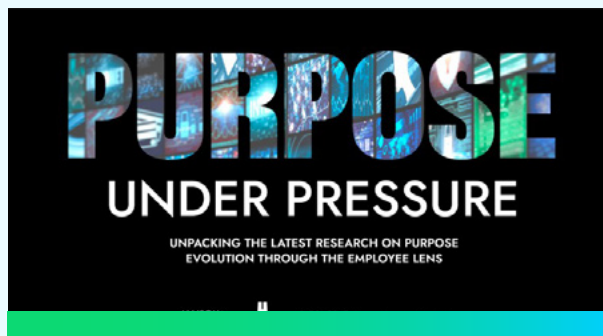
## Performance by Work State

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### ! Insights from Outside Sources

- ▶ 91% of employees said their company's purpose made them feel like they were in the right place amid global challenges like the pandemic and economic uncertainty.

-2022 Purpose Under Pressure Study



Unpack research on  
purpose through an  
employee lens

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| 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>                  |

Blackbaud employees in Costa Rica volunteer for a day of beach cleanup at Playa Guacalillo.



## 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.**

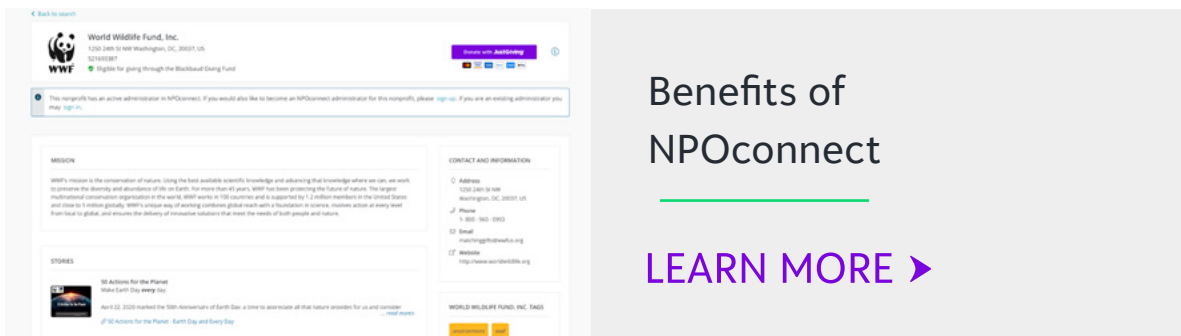
Charities recognize the efficiencies and effectiveness of receiving donations through the automated clearing house (ACH) payment. Registered charities can receive funding electronically for donations made in CSRconnect or from grants awarded through GrantsConnect quicker than by check.



There was an 12% increase in payments disbursed through ACH. This increase brought the **number of payments delivered through ACH to 62%** of all payments in 2022 from 50% of payments in 2021.



In 2022, 71% of dollars funded were delivered by ACH.



**World Wildlife Fund, Inc.**  
1250 24th St NW Washington, DC, 20037, US  
520000807  
Flights for going through the Blackboard Giving Fund

This nonprofit has an active administrator in NPOconnect. If you would also like to become an NPOconnect administrator for this nonprofit, please [sign up](#). If you are an existing administrator you may [login](#).

**MISSION**  
WWF's mission is the conservation of nature - using the best available scientific knowledge and advancing that knowledge where we can, we work to preserve the diversity and abundance of life on earth. For more than 40 years, WWF has been protecting the future of nature. The largest international conservation organization in the world, WWF works in 100 countries and is supported by 1.2 million members in the United States and close to 3 billion globally. WWF's unique way of working combines global reach with a focus on science, moves action at every level from local to global, and ensures the delivery of innovative solutions that meet the needs of both people and nature.

**CONTACT AND INFORMATION**  
Address: 1250 24th St NW, Washington, DC, 20037, US  
Phone: 1-800-368-0992  
Email: [marketing@wwfusa.org](mailto:marketing@wwfusa.org)  
Website: <http://www.worldwildlife.org>

**WORLD WILDLIFE FUND, INC. TAGS**  
Nonprofit  
501(c)(3)

**LEARN MORE** ▶

## 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 eleventh 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, 2022, to December 31, 2022, 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, 2022 to December 31, 2022 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

**Mining and Construction:** SIC Codes 10-17

**Manufacturing:** SIC Codes 20-39

**Transportation, Communications & Utilities:** SIC codes 40-49

**Retail and Wholesale Trade:** SIC Codes 50-59

**Finance, Insurance & Real Estate:** SIC Codes 60-67

**Services:** SIC Codes 70-89 were split into business vs consumer and health categories using the following methodology:

**Business Services:** We grouped together companies that fall under codes: 73-Business Services,76-Repair Services,81-Legal Services,86-Membership Organizations,87-Engineering, Accounting, Research Management,89-miscellaneous Services. These businesses would have fallen under consumer discretionary or technology in previous reports.

**Consumer and Health Services:** We grouped together companies that fall under codes: 70-Hotels, rooming, & camps, 72-personal services, 75-automotive repair services, 78-motion pictures, 79-amusement & recreation, 80-health services, 82-educational services, 83-social services, 84-museums, art galleries & gardens, 88-private household services. These companies would have fallen under consumer discretionary or healthcare in previous reports.

## 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.



## Coming Soon! Blackbaud 2022 ESG Report

[LEARN MORE ►](#)

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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).

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