YourCause

Industry Review
Corporate Social Responsibility

Giving Patterns

Volunteer Data

Demographics

Business Units

Engagement Trends

Growth Rates

Employee Groups

Participation

getting STARTED

the MISSION

By analyzing the data collected between January 1, 2015 through December 31, 2015, it is the mission of this Industry Review to share trends, activities and industry practices with our clients (current and future), industry peers (partners and nonprofits), and all interested parties in hopes of encouraging a better understanding of actual employee engagement and performance within related Corporate Social Responsibility (CSR) programs.

additional RESOURCES

YourCause is committed to developing thought leadership content to help challenge, question and improve the effectiveness of employee engagements within Corporate Social Responsibility efforts. As a part of this commitment, the YourCause team has created numerous resources intended to be used as guides and benchmarks for those seeking greater success within their employee programs. The following are additional recommended resources located at www.CSRconnect.me.

article:
Reaching the Hard-to-Reach
Reviews advanced strategies that will engage your most difficult to reach employees.

infographic:
Decoding Diversity: Company Demographics & CSR
Discover how longevity at a company can positively correlate into giving and volunteer engagement.

infographic:
Decoding Diversity: Ethnicity & CSR
Learn how an employee's ethnicity plays a factor in giving and volunteering engagement.

article:
Considerations for Grants Projects
Four key items to consider when launching or expanding your grants program.

case study:
Franklin Templeton Investments: Impact Days
Franklin Templeton shares how their Impact Days unify employees from various offices around the world.

case study:
Medtronic: Mission in Motion Study
Learn the strategies used to engage on-site employees in international locations.

Access these resources and more at CSRconnect.me

YourCause Account Management Team Meeting

the CONTENTS

Melea Mosely
Program Services

what to **KNOW**

It's important we make clear - up front - some key terms that will be used throughout this report so as to not cause any confusion when reading through the data. The below terms represent a subset of a more complete glossary of terms that can be found on page 29. The complete data analysis only looked at data that was captured within the CSRconnect system and that of which is currently stored within the active YourCause database.

CauseCards	An incentive that allows employees to volunteer to one charity but give the incentive donation to a charity of their choice.
Dollars-for-Doers	A corporate employee giving program in which a company provides grants to nonprofits where employees and retirees volunteer on a regular basis.
Employee Engagement	Broken out into three distinct categories: a) **user** engagement (those who logged into the system and either gave, volunteered or utilized any of the other services provided by the online system); b) **donor** engagement in giving (those who made a donation if a program is offered by the company); and c) **volunteer** engagement by volunteering (those who volunteer if a program is offered by the company).
Match Cap	A limit in the amount of additional donation dollars a party is willing to contribute to an individual's donation.
Participation	Users who have demonstrated at least 1 hour of participation through team or individual events and/or have donated at least 1 unit of payment to a nonprofit. The calculation is performed by dividing the number of participants by the number of eligible participants aggregated per affiliate.
Payroll Giving	A program which allows employees to give money to a registered charity of their choice by having a deduction taken straight from their gross pay.
Redemption (monthly/seasonal)	An act of redeeming an incentive, usually earned through participation within a specific employee program, in the form of a donation to a qualified nonprofit organization.
Transaction	A transaction symbolizes a unique donation performed within the YourCause provided platform.
Volunteer Grants	An incentive in which an employee may 'earn' an additional donation to a specified charity as a result of volunteering a pre-defined number of total hours over a set period of time.

founder's
MESSAGE

The YourCause Team

To our clients, prospects, supporters and friends,

The ongoing growth in the number of companies (and employees) using YourCause continues to open up more and more insights and data points. We've been able to utilize these for not only internally supporting our clients, but also passing along to the entire industry to encourage the ongoing evolution of employee engagement, the execution of corporate social responsibility programs and the variety of activities being taken to make our world a better place. Now, more than 8-years into YourCause (and 7-years focused on employee engagement), we find ourselves in an awesome (and unique) position to take a more consultative and informative approach within our product development, client network expansion and the general guidance we're able to provide to all those with whom we are working.

Since day one, I have personally sought to find new and innovative approaches to delivering philanthropy (in all forms) to charities within a manner that is optimized and democratized. The use of technology has played a pivotal role in establishing a base platform (CSRconnect) that has allowed us to take huge strides towards this goal. It's now time for us to use the very data we're collecting to take all the programs we manage to a new level. It's time to raise our own expectations, deploy greater optimism and set goals for all that we're doing that unequivocally deliver impact and positive difference beyond the industry norm.

...that continues to be my commitment.

Matthew W. Combs
Founder & CEO

key FINDINGS

+7%

Full-time employee donor engagement grew 7% year-over-year from 2014 to 2015.

see page 7

27%

The South and West regions both average 27% rate of contribution for domestic giving, topping all other regions.

see page 9

$2,280

Average amount donated by retirees participating in giving and matching programs.

see page 13

17%

The average employee participation rate of companies offering only campaign giving programs.

see page 14

5

Issue 3 - Review overall methodology and glossary of terms found on pages 27 / 30.

385%

User-input volunteer opportunities receive greatest participation, averaging 385% more hours volunteered per user than events imported into CSRconnect from an external list or events input directly from within the NPO portal.

see page 16

55%

55% of employees (full-time) who made a donation in 2015 did so via a payroll deduction.

see page 17

73%

The percentage of companies that process donations monthly (versus quarterly or annually).

see page 23

$893

The average transaction value for payments processed via ACH is 4X greater than the average transaction value for payments processed by paper check.

see page 24

Kylee Daugherty
Lead Implementation Manager

Rahel Daniel
Client Advocate Team Member

employee ENGAGEMENT

data includes all industries [domestic and international] n = employee sample size	**full-time employees** n = 2.946,187	**retired employees** n = 121,314
employee engagement	**19%** / 14% / 11% (user / donor / volunteer)	**5%** / 5% / 1% (user / donor / volunteer)
average donation	**$77** per transaction	**$519** per transaction
average hours volunteered	**18** annually	**215** annually
year-over-year donor growth	**+7%**	**-16%**
average number of transactions	**11** annually	**11** annually

CauseCards allow YourCause clients to offer incentive and/or recognition programs within their community. CSRconnect administrators can create a custom campaign and distribute digital CauseCards directly to an eligible user and allow them to donate to the charity of their choice.

- Can be customized around one or multiple programs
- Support a wide range of incentives including employee recognition programs, such as 'Volunteer of the Month' and 'Giving Incentives'
- Incentivizes employee participation in giving and/or volunteering programs

incentive TRENDS

When creating incentive programs for employees, the data shows it's vital that employees be educated on what the incentives are and the process around redeeming them. Note the redemption rate and the average time it takes to redeem a CauseCard by the number of times a client issues a CauseCard program.

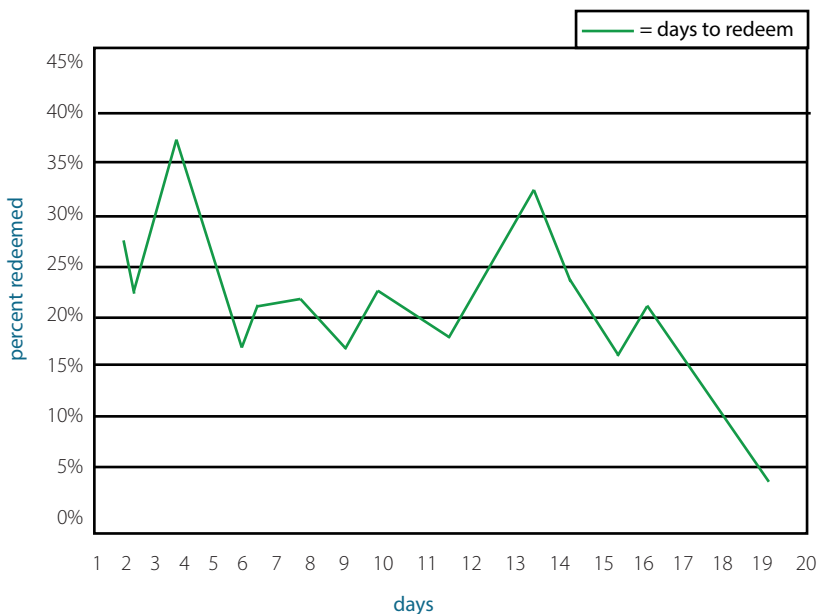The redemption rate for a CauseCard has shown to increase as a company offers more CauseCard programs and actively communicates to eligible employees the details of the cards, however peak redemption is found at eight programs a year.

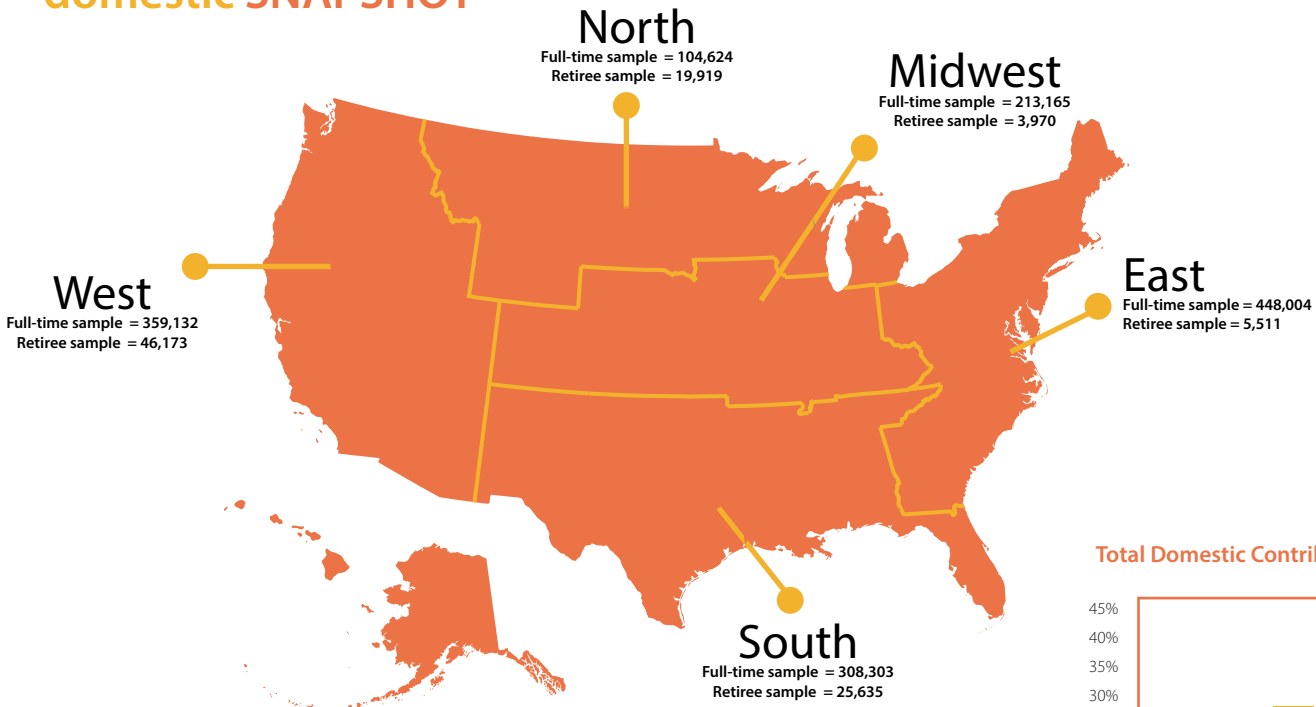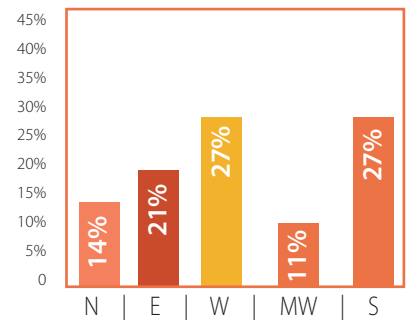### Redemption Rate of CauseCards By Number of CauseCard Programs
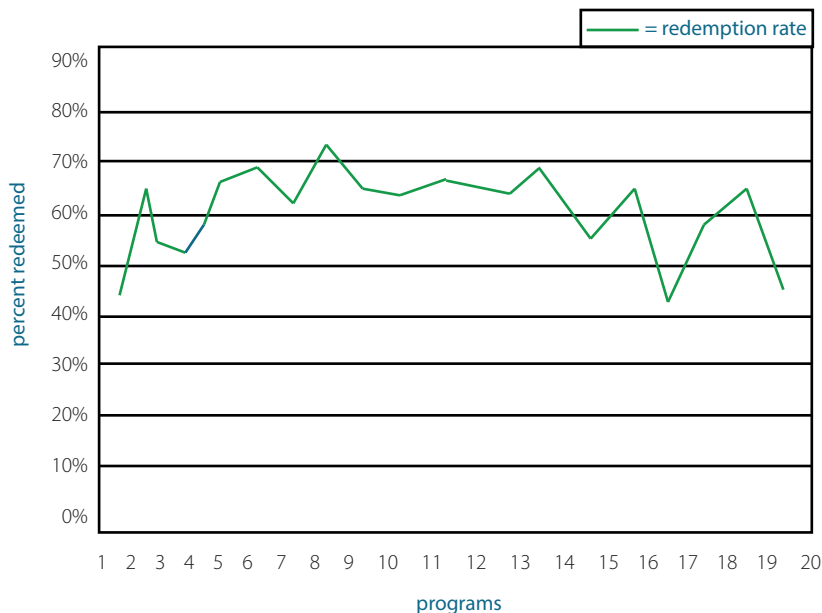
Days to Redeem a CauseCard

Redemption rate for a CauseCard is greatest in the first two weeks after it is issued.

giving by REGION

domestic SNAPSHOT

North
Full-time sample = 104,624
Retiree sample = 19,919

Midwest
Full-time sample = 213,165
Retiree sample = 3,970

West
Full-time sample = 359,132
Retiree sample = 46,173

East
Full-time sample = 448,004
Retiree sample = 5,511

South
Full-time sample = 308,303
Retiree sample = 25,635

Total Domestic Contribution by Region

Region	Contribution
N	14%
E	21%
W	27%
MW	11%
S	27%

donation DISTRIBUTION

	CauseCard	Fundraising	Credit Card	Offline	Payroll	Volunteer Incentive
N	2%	.37%	23%	19%	55%	2%
E	8%	.65%	13%	25%	53%	.66%
W	6%	.58%	15%	30%	46%	2%
MW	2%	.63%	13%	18%	66%	.76%
S	4%	.80%	13%	22%	58%	1%

In 2015, retirees in the North recorded an average annual donation amount of $2,003. This donation amount was achieved through offline donations, volunteer incentive opportunities and CauseCard incentive programs, which yield higher donation averages than other giving programs.
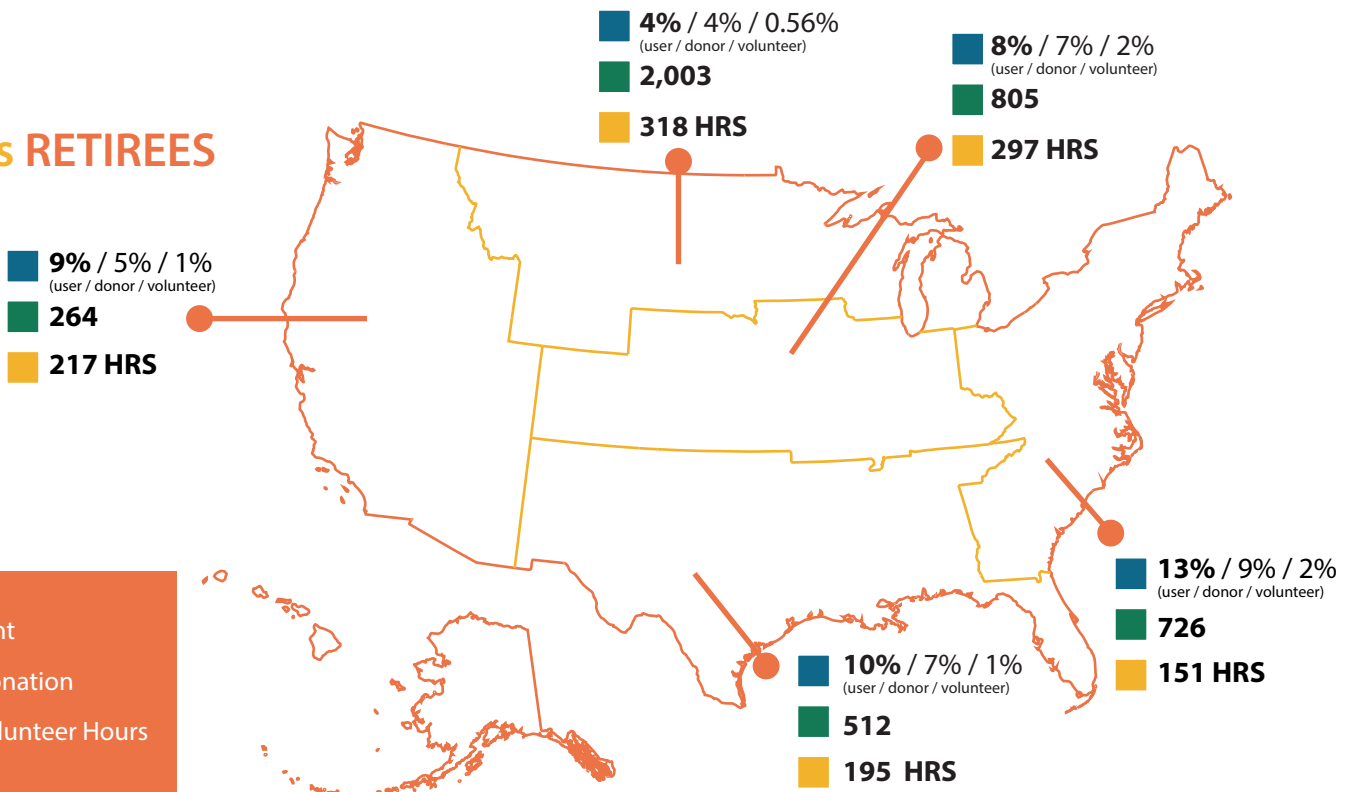
findings FULL-TIME EMPLOYEES

36% / 18% / 20%
(user / donor / volunteer)
170
21 HRS

33% / 21% / 16%
(user / donor / volunteer)
58
20 HRS

30% / 18% / 14%
(user / donor / volunteer)
82
23 HRS

25% / 16% / 10%
(user / donor / volunteer)
74
19 HRS

32% / 22% / 15%
(user / donor / volunteer)
66
16 HRS
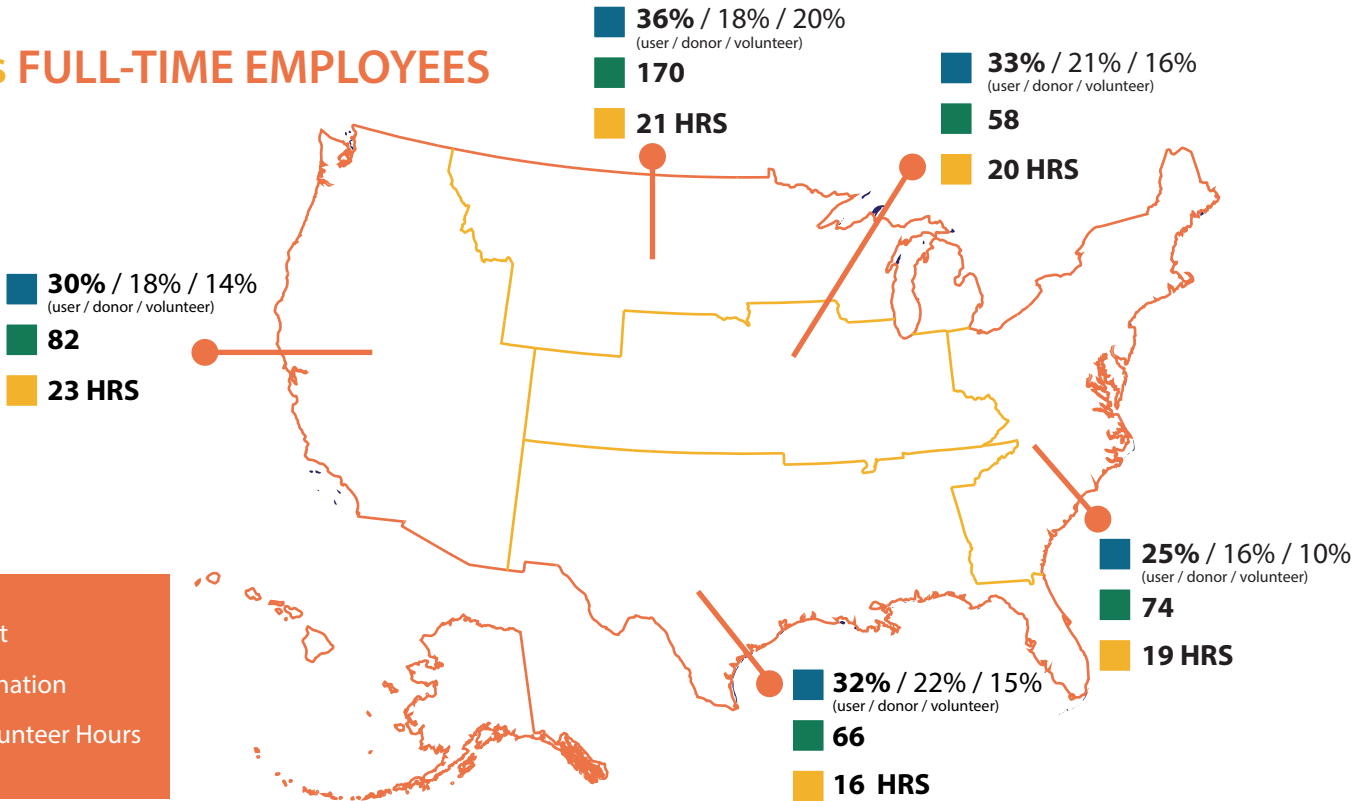
- Engagement
- Average Donation
- Average Volunteer Hours

findings RETIREES

4% / 4% / 0.56%
(user / donor / volunteer)
2,003
318 HRS

8% / 7% / 2%
(user / donor / volunteer)
805
297 HRS

9% / 5% / 1%
(user / donor / volunteer)
264
217 HRS

13% / 9% / 2%
(user / donor / volunteer)
726
151 HRS

10% / 7% / 1%
(user / donor / volunteer)
512
195 HRS

- Engagement
- Average Donation
- Average Volunteer Hours

10

Joseph Baldonado
Account Manager

Brandi Fulmer
Senior Account Manager

*Kate Schoen*
Senior Account Manager

corporate LANDSCAPE

data grouped by workforce size *n = number of companies*	0 - 5,000 n = 12	5,001- 10,000 n =13	10,001 - 50,000 n = 17	50,001 - 100,000 n = 4	100,000 + n = 7
employee engagement	**42%** / 29% / 23% (user / donor / volunteer)	**31%** / 17% / 11% (user / donor / volunteer)	**25%** / 16% / 11% (user / donor / volunteer)	**20%** / 14% / 20% (user / donor / volunteer)	**17%** / 13% / 9% (user / donor / volunteer)
average donation	**$98** annually	**$165** annually	**$104** annually	**$253** annually	**$40** annually
average hours volunteered	**131** annually	**13** annually	**24** annually	**31** annually	**12** annually
year-over-year donor growth	**+40%**	**+65%**	**+14%**	**+25%**	**-2%**
average number of donations per employee	**12** annually	**7** annually	**13** annually	**7** annually	**12** annually

match cap PROGRAMS

The charts below illustrate the donation distribution amount donated by an employee and the minimum donation match amount set by the employer. The "taller" the peak, the more donations are made to meet the minimum match amount. This visualization shows how changing the minimum donation amount to receive a match affects donor behavior. For example, clients that have a $25 minimum donation amount see a dramatic peak in donations at $25, whereas clients with a $50 minimum donation amount to receive a match don't see that same peak.
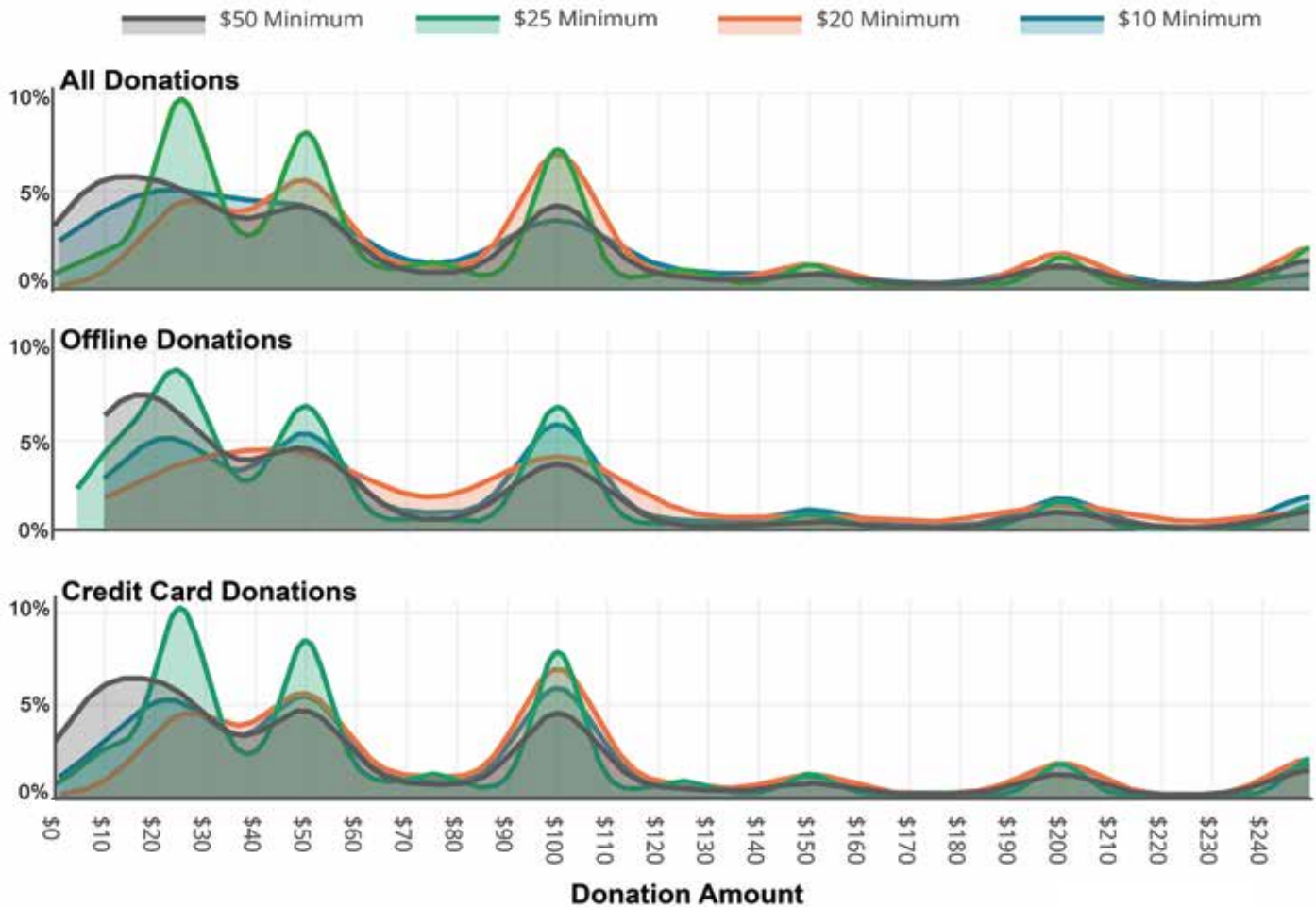
giving METHODS

Understanding the top preferred domestic giving methods by employee population can help program administrators focus resources. Below are the preferred methods of giving by company size.

	0 - 5,000 employees	5,001- 10,000 employees	10,001 - 50,000 employees	50,001 - 100,000 employees	100,000 + employees
company size					
preferred method	Payroll Giving	Credit Card Giving	Offline Giving	Offline Giving	Payroll Giving

Adam Sherritt
Processing Manager

Matt Johl
Head of Processing

program TRENDS

data includes all domestic and international industries n = number of companies s = average employee workforce	giving + matching n = 5 s = 56,461	volunteering n =10 s = 98,510	all programs n = 37 s = 46,146
full-time engagement	**38%** / 41% / 38% (user / donor / volunteer)	**20%** / not applicable / 17% (user / donor / volunteer)	**14%** / 8% / 7% (user / donor / volunteer)
full-time average donation	**$47** per transaction	not applicable	**$114** per transaction
full-time average hours volunteered	**134** annually	**16** annually	**17** annually
retiree engagement	**6%** / 7% / not applicable (user / donor / volunteer)	not applicable	**5%** / 5% / 1% (user / donor / volunteer)
retiree average donation	**$2,280** per transaction	not applicable	**$458** per transaction
retiree average hours volunteered	not applicable	not applicable	**216** annually

58%

58% of employee engagement programs opt to **NOT** cover fees for donations made via credit card.

offer YEAR-ROUND GIVING

n = 14 (of 46 total surveyed)

27% / 10% / 18%
(user / donor / volunteer)

employee participation rate for companies offering giving programs all year-round.

$155

average employee donation total when a company offers the ability to give year-round.

16 hours

average hours volunteered annually by an employee when a company offers volunteering year-round.

offer CAMPAIGN GIVING

n = 4 (of 46 total surveyed)

25% / 17% / 11%
(user / donor / volunteer)

employee participation rate for companies offering campaign giving programs.

$97

average employee donation totals when a company offers the ability to give through a campaign.

9 hours

average hours volunteered annually by an employee during a campaign.

offer CAMPAIGN & YEAR-ROUND

n = 28 (of 46 total surveyed)

15% / 16% / 2%
(user / donor / volunteer)

employee participation rate for companies offering campaign giving programs.

$53

average employee donation totals when a company offers the ability to give through a campaign.

23 hours

average hours volunteered annually by an employee during a campaign.

n = 46

50%
of those that offer giving, support international giving

58%
of those that offer giving, support credit card giving

65%
of those that offer giving, support payroll giving

19%
of those that offer giving, support international payroll giving

71%
of those that offer giving, support offline giving

4%
of those that offer giving, support PayPal giving

PayPal

trends by INDUSTRY

data includes domestic and international n = number of companies	employee sample size	employee engagement	average donation	average hours volunteered
Financials n = 7	403,413	**36%** / 2% / 23% *(user / donor / volunteer)*	$109 per transaction	15 annually
Consumer Discretionary n = 5	645,620	**3%** / 2% / 2% *(user / donor / volunteer)*	$51 per transaction	8 annually
Consumer Staples n = 4	404,862	**7%** / 6% / 2% *(user / donor / volunteer)*	$90 per transaction	7 annually
Healthcare Equipment n = 6	548,806	**8%** / 4% / 3% *(user / donor / volunteer)*	$576 per transaction	25 annually
Industrials n = 2	91,481	**49%** / 31% / 11% *(user / donor / volunteer)*	$236 per transaction	not applicable
Information Technology n = 18	369,595	**29%** / 9% / 22% *(user / donor / volunteer)*	$92 per transaction	14 annually
Materials n = 3	8,248	**28%** / 15% / 13% *(user / donor / volunteer)*	$775 per transaction	189 annually
Energy n = 4	137,009	**28%** / 7% / 38% *(user / donor / volunteer)*	$124 per transaction	28 annually
Utilities n = 3	44,083	**43%** / 32% / 15% *(user / donor / volunteer)*	$51 per transaction	17 annually

37X

User-input events receive the greatest hours volunteered per user and the highest level of utilization by roughly 37x. Peer-input events are also 670x more likely to engage employees than events created by a nonprofit or a pre-populated list, respectively.

volunteer EVENTS

Volunteer events can be submitted via the nonprofit, fellow employees and/or an outside list feed. Below the data set looks at the volunteer enagagement associated with all three event submission types.

2015 volunteer event statistics from CSRconnect

	events in the system	hours volunteered	hours/ participant	hours/ event	# of participated events	% utilized
outside feed	4,202	10	0.8	1	13	0.31%
nonprofit submission	7,057	201	1.4	3	67	0.95%
employee submission	178,697	2,279,760	5.4	15	155,851	87.22%

all-time volunteer event statistics from CSRconnect

	events in the system	hours volunteered	hours/ participant	hours/ event	# of participated events	% utilized
outside feed	67,650	263	2.7	3	93	0.14%
nonprofit submission	23,506	3,283	1.8	5	602	2.56%
employee submission	652,395	7,483,995	4.6	12	611,484	93.73%

385%
user-input volunteer opportunities receive greatest participation, with 385% more hours volunteered per user.

3X
volunteers triple the number of hours for events populated by nonprofits directly.

90%
user-input events are selected nearly 90% of the time.

Brian Cobbell
Senior Front End Developer

Edward Adjei
Senior Architect

Prathibha Paduri
Lead Developer

geographic TRENDS

n = number of employees s = average employee workforce	**Domestic [United States]** n = 1,918,901 s = 55,588	**International** n = 1,027,286 s = 65,095
employee engagement	**24%** / 19% / 12% (user / donor / volunteer)	**9%** / 2% / 9% (user / donor / volunteer)
average donation	**$76** per transaction	**$90** per transaction
average hours volunteered	**20** annually	**12** annually
year-over-year growth	**+6%**	**+41%**
preferred method of giving	**55% utilize payroll deductions**	**49% utilize payroll deductions**
top three areas for participation	1. Mississippi 2. Arkansas 3. Illinois	1. Puerto Rico 2. Kazakhstan 3. Israel

international PROGRAMS

International programs offered to employees are becoming more expansive. Companies are driving consistency on both domestic and international programs. As a result, there has been a rise in the number of companies offering credit card giving, offline giving and volunteer tracking.

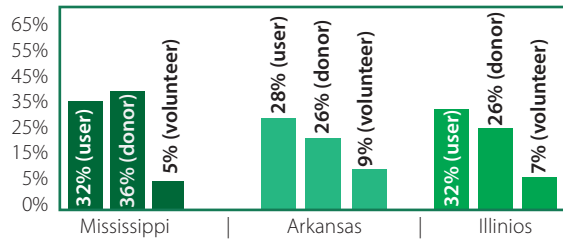*s = average employee workforce*
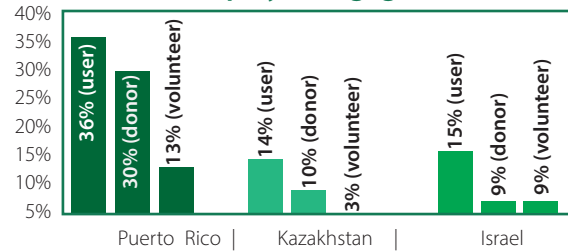
programs offered internationally

Program	Percentage
credit card giving	38%
offline giving	36%
payroll giving	19%
volunteering	15%
Cause Card	15%
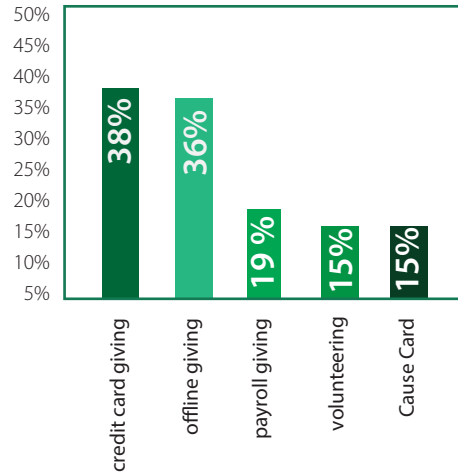
domestic vs. INTERNATIONAL

s = 55, 588   *s = 65,095*

top three domestic states for employee engagement

State	user	donor	volunteer
Mississippi	32%	36%	5%
Arkansas	28%	26%	9%
Illinios	32%	26%	7%

top three non-U.S. countries for employee engagement

Country	user	donor	volunteer
Puerto Rico	36%	30%	13%
Kazakhstan	14%	10%	3%
Israel	15%	9%	9%

top three domestic states average donations

State	Amount
Mississippi	$32
Arkansas	$29
Illinios	$69
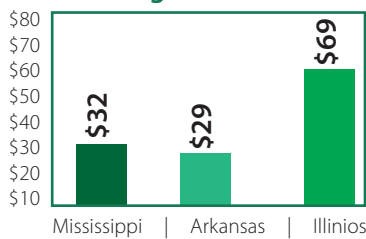
top three non-U.S. countries average donations

Country	Amount
Puerto Rico	$26
Kazakhstan	$95
Israel	$377
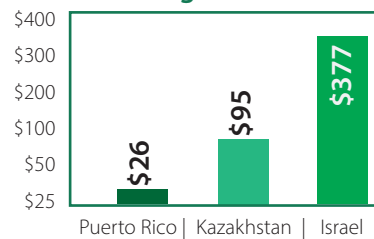
top three domestic states average hours volunteered

State	Hours
Mississippi	27
Arkansas	15
Illinios	12
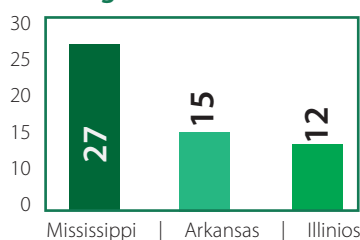
top three non-U.S. countries average hours volunteered

Country	Hours
Puerto Rico	6
Kazakhstan	36
Israel	13

18
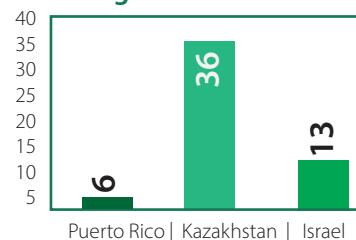
Molly Tanzer
Sales Executive

nonprofit TRENDS

overview FINDINGS

Lifetime Charity Statistics

33,051 total charity administrators within the CSRconnect platform	**30,469** number of unique charities with at least 1 admin
	71,689 charities that received donations in 2015
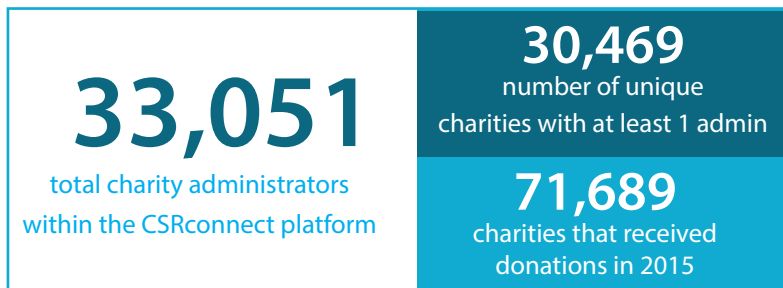
**Automated Clearing House (ACH) Growth
in January 2015 - December 2015**

+66% of charities in the CSRconnect platform utilized ACH in 2015	**+15%** growth in the dollars donated in 2015
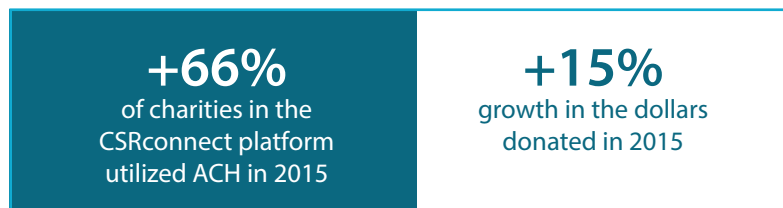
18% of the total
dollars donated
are processed via **ACH.**

nonprofit TRENDS

top 10 CHARITY LIST

most SEARCHED

1. American Heart Association
2. American Red Cross
3. World Vision International
4. The Leukemia & Lymphoma Society
5. Irish Cancer Society
6. Center for Rehabilitation Education and Care "Helenow"
7. American Cancer Society
8. U.S. Conference of Catholic Bishops
9. Help A Veteran
10. Childline India Foundation

highest VOLUNTEER HOURS

1. Adventures in Missions Inc.
2. Ashburn Volunteer Fire Department
3. Boy Scouts of America
4. Smoky Mountain Animal Care Foundation
5. Eastern Iowa Baseball Club
6. Wag On Inn Rescue
7. Stop Hunger Now Inc.
8. The Church of Jesus Christ of Latter-Day Saints
9. Little League Baseball Inc.
10. Twin Cities Habitat for Humanity

most VOLUME

1. United Way of Metropolitan Dallas
2. United Way of Metropolitan Atlanta
3. St. Jude Children's Research Hospital
4. American Cancer Society
5. United Way of Greater St. Louis
6. United Way of Metropolitan Chicago
7. United Way of the Texas Gulf Coast
8. Wounded Warrior Project Inc.
9. United Way of the Bay Area
10. American National Red Cross

most DONATIONS

1. President and Fellows of Harvard College
2. United Way of Metropolitan Dallas
3. Greater Twin Cities United Way
4. Schwab Charitable Fund
5. St. Jude Children's Research Hospital
6. American Cancer Society
7. National Christian Charitable Foundation
8. United Way of Metropolitan Atlanta
9. American Heart Association
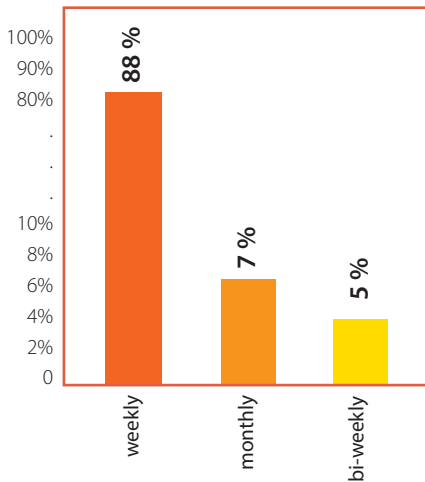10. American National Red Cross

Jordan Hooker
Client Advocate Team Lead

Rhonda Johnson
Senior Account Manager

technology TODAY

human resource (HR) file FINDINGS

HR File Refresh Frequency

100%	88 %
90%	
80%	
.	
.	
.	
10%	7 %
8%	
6%	5 %
4%	
2%	
0	

weekly   monthly   bi-weekly

Standard HR File Column Headers

1. Country Code	4. First Name	7. External Manager ID	10. Business Unit
2. Email	5. Last Name	8. Region	11. City
3. External Employee ID	6. Zip Code	9. State	12. Optional Field

data security TRENDS

| File Transfer Methods n = 69		SSO Types n = 74		Encryption File Types n = 68	
95%	Provider SFTP	73%	SAML 2.0	65%	PGP Encrypted File
4%	Client SFTP	11%	No SSO	33%	No Encryption
1%	Self-Registration	12%	SAML 2E	1%	Zip File w/ Password
		4%	3DES		

43,687
average number of users included within an HR file.

23
average number of countries included in an HR file.

YourCause's Technology Visions

YourCause seeks to increase the ability for nonprofits to achieve their stated causes by effectively utilizing technology to deliver the greatest level of sustained support for making a difference in our world. CSRconnect has quickly become a technical foundation for connecting the enterprise, the employee and the nonprofit. The platform must continually adapt to the usability and functional preferences of its users and those organizations relying on services being delivered. Below is the technology infrastructure that makes the CSRconnect vision a possibility.
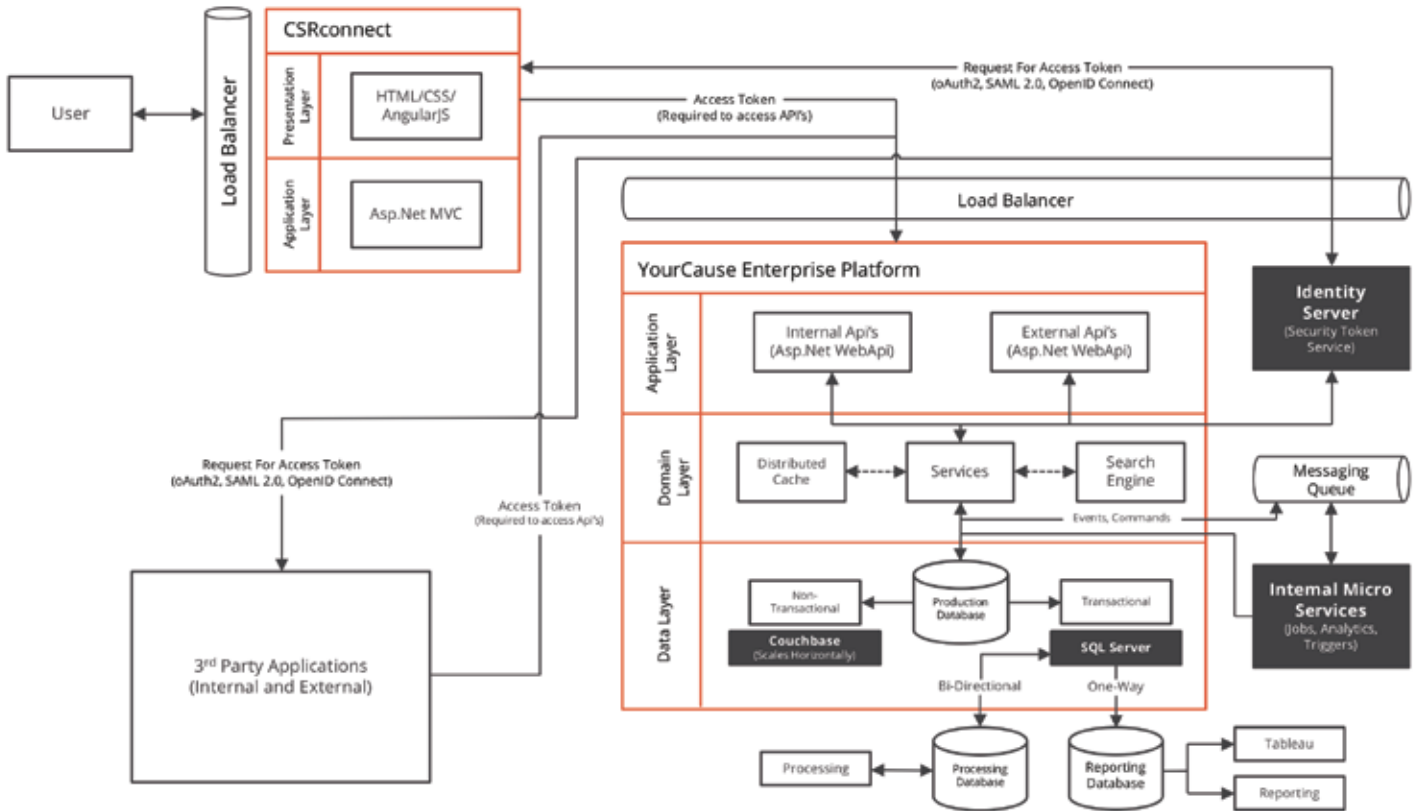
top BROWSERS

n = 188,580 *(captured in 2015)*

1. Internet Explorer	2. Chrome	3. Firefox	4. Safari
80%	14%	3.5%	2%

usage by version of Internet Explorer [IE]

IE 11.0	IE 8.0	IE 10.0	IE 9.0	IE 7.0
49%	32%	8%	6%	5%

Brice Boula
Security Analyst

Matangi Kendapady
Project Manager

Tim Lee
Quality Assurance

payment PROCESSING

processing FINDINGS

A subset of data (roughly 43,000 checks) were randomly pulled to determine trends and relevant datapoints related to donation processing. The sample set selected was taken from checks created within the last six-months prior the date of this publication.

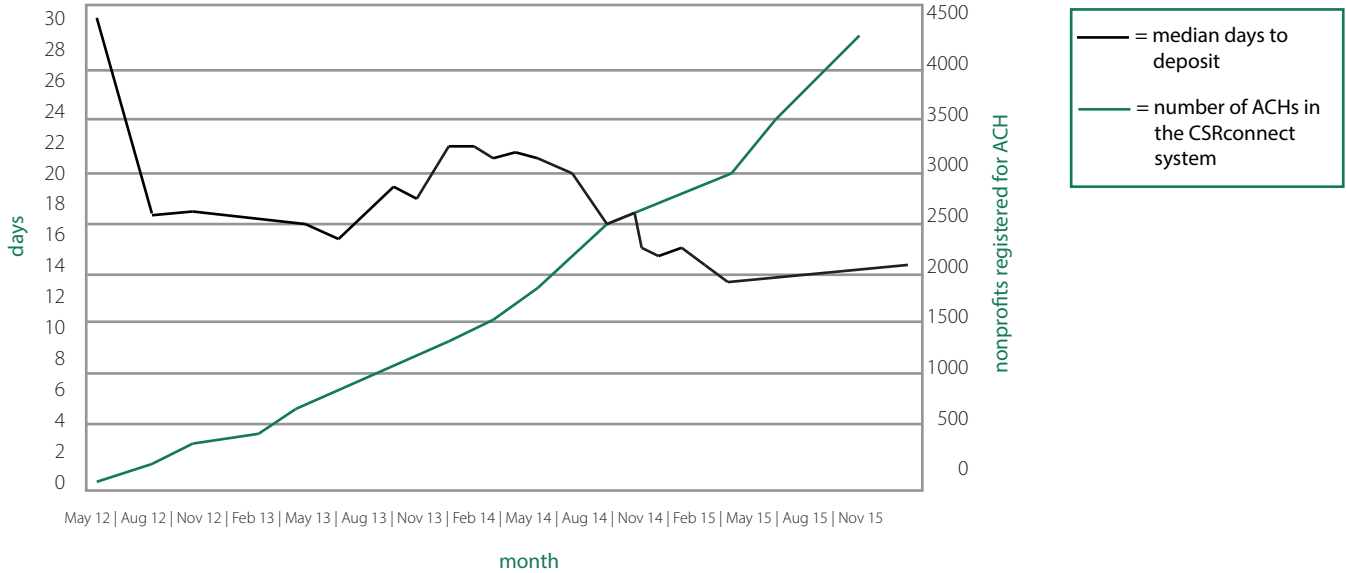**Donation Frequency**

73%
Monthly Processing

27%
Quarterly Processing

deposit FINDINGS

One of the most important issues to donors is how long it takes a charity to receive and deposit their donation. As a result, YourCause has stepped up its efforts to get more charities registered for Automate Clearing House (ACH) payments, allowing for next-business day deposits. This visualization represents the growth in registered ACH recipients: the black line representing the median average days to deposit, while the green line represents the number of charities signed up for ACH. As the number of charities receiving donations via ACH has increased, the total number of days it takes for a payment to be received and deposited has decreased.

Days to Deposit Donations

May 12 | Aug 12 | Nov 12 | Feb 13 | May 13 | Aug 13 | Nov 13 | Feb 14 | May 14 | Aug 14 | Nov 14 | Feb 15 | May 15 | Aug 15 | Nov 15

month

— = median days to deposit

— = number of ACHs in the CSRconnect system

2015 Quarterly Payment Averages

	Q1	Q2	Q3	Q4
Average ACH Value Per Transaction	$1,106	$851	$879	$882
Average Check Value Per Transaction	$370	$295	$249	$300

$893
average ACH
value per transaction

$301
average check
value per transaction

nonprofit IMPACT

Feeding America
CSRconnect which provided $729,835 to provide 8,028,175 meals to the hungry.

www.feedingamerica.org

Austin Pets Alive
CSRconnect which provided $339,017 to provide medical care for 3,390 puppies.

www.austinpetsalive.org

Capital Area Food Bank of Texas
CSRconnect which provided $763,046 to provide 2,289,138 meals to those in need in North Texas.

www.austinfoodbank.org

Smile Train
CSRconnect which provided $674,146 to support 2,697 Cleft Lip & Palate Surgeries to produce 2,697 new smiles.

www.smiletrain.org

SafePlace

CSRconnect which provided $564,916.54 for 4 nights of shelter to 3,766 survivors of sexual or domestic violence.

www.safeaustin.org

Charity Water

CSRconnect which provided $379,652.55 to provide clean water for 1,055 people for a year!

www.charitywater.org

Doctors Withour Borders

CSRconnect which provided $1,634,658 to vaccinate against meningitis, measles, polio and other deadly diseases to 1,634,658 people.

www.doctorswithoutborders.org

World Vision

CSRconnect which provided $1,672,040.35 to provide clean water, safety and education for 3,981 people.

www.worldvision.org

Feed My Starving Children

CSRconnect which provided $711,848 to feed 89 villages of 100 people for a year.

www.fmsc.org

Overview
To construct the third edition of the Industry Review, data was collected from users that have at least 12 months of usage with the system, consequently excluding any organization joining the CSRconnect community after June 30, 2014. The data analysis only looked at data from January 1, 2015 to December 31, 2015. The data is not a reflection of any specific organization but rather a broader overview of all data collected from all users over the period of 12 months.

Data
The complete data analysis only looked at data captured within the CSRconnect system and that of which is currently stored within the active database. Additional data points referenced within the Bloomberg Industry Classification Standard (BICS) were used to identify each organization's industry. At no time was external data used to support the analysis.

One might note there are some pretty drastic differences between previous industry reports and this edition – specifically as it relates to international employees and the donation distribution as it relates to region. Because the data being used is from active YourCause clients, the underlying client sample has changed pretty significantly between 7/1/14 and 1/1/15. Furthermore, the YourCause data collection efforts are far more robust than they have been in previous editions.

Guiding Principles

Transparency: The topics covered within this industry review were influenced by questions most frequently asked of YourCause by clients, prospects or industry peers. It is our goal to transparently display this data (and consequently, the responses to such questions) within a common document for the industry to observe – without bias, prejudice and with as little opinion from YourCause as possible.

Design: A great design is oftentimes able to make plain old data… exciting! The creation and purpose of this Industry Review is to bring excitement and enthusiasm to this space by way of the data we uncover. Therefore, the team responsible for the production of this Industry Review has placed a considerable amount of time on ensuring an ongoing visual appeal while maintaining overall data integrity.

Foundation Building: With this edition completed, a foundation of data is now in place to serve as a baseline for future publications and enable our team to determine trends for the prior six and twelve 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, 2015 to December 31, 2015 timeframes. 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' have been excluded within the calculations, eliminating unintentional adverse impacts on averages.

- Individual users entering large volumes of hours for a single day's event may skew average volunteer hours.

- Average volunteer hours represent the average number of hours logged on an annual basis (calendar year).

Domestic Regional Breakout

N - *Northern Region:* Minnesota, Michigan, North Dakota, South Dakota, Montana, Wisconsin and Wyoming.

E - *Eastern Region:* Connecticut, Pennsylvania, Ohio, Delaware, New Jersey, New York, Georgia, Massachusetts, North Carolina, South Carolina, Vermont, Rhode Island, Maine, New Hampshire, West Virginia, Virginia, Maryland and Washington, D.C.

W - *Western Region:* Idaho, California, Washington, Arizona, Utah, Oregon, Nevada, Alaska and Hawaii.

MW - *Midwest Region:* Nebraska, Iowa, Illinois, Kentucky, Kansas, Missouri, Indiana and Colorado.

S - *Southern Region:* Texas, New Mexico, Oklahoma, Tennessee, Louisiana, Arkansas, Florida, Alabama and Mississippi.

Industry Categorization

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

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

Consumer Staples - Consumer Products, Food & Beverage, Retail Staples Supermarkets, Tobacco

Energy - Exploration & Production, Integrated Oils, Oil & Gas Services, Pipeline, Refining, Renewable Energy

Financials - Banking, Commercial Finance, Consumer Finance, Financial Services, Life Insurance, Property & Casualty, Real Estate

Health Care - Health Care Facilities & Services, Managed Care, Medical Equipment & Devices, Pharmaceuticals

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

Materials - Chemicals, Construction Materials, Construction & Packaging, Forest & Paper Products, Metals & Mining

Technology - Communications Equipment, Hardware, Software & Services

Utilities – Electric & Gas Utilities and Energy Providers

Government - Sovereign, Government Agency, Government Regional/Local, Supranational, Development Bank, Winding Up Agency

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glossary of TERMS

Automated Clearing House (ACH)	An electronic network for financial transactions. ACH processes large volumes of credit and debit transactions in batches. Credit transfers include direct deposit, payroll and vendor payments.
Campaigns	A systematic course of aggressive activities for a specific promotion surrounding a CSR program which encourages engagement.
CauseCards	An incentive that allows employees to volunteer to one charity but give the incentive donation to a charity of their choice.
Charity Administrators	An employee of a charity undertakes a variety of administrative tasks within the YourCause NPO portal.
Confidence Level	The percentage of all possible samples that can be expected to include the true population parameter.
Contributions	A donation to a common fund or collection.
Correlation	A relationship between two variables in which both variables perform the same action, or they are inverse of one another.
Descriptive Statistics	Summaries that calculate the "middle" or "average" of your data; these are called measures of central tendency.
Disaster Programs	A systematic course of aggressive activities surrounding a specific human or natural disaster to encourage employee engagement and assistance.
Dollars-for-Doers	A corporate employee giving program in which a company provides grants to nonprofits where employees and retirees volunteer on a regular basis.
Employee Engagement	Broken out into three distinct categories: a) user engagement (those who logged into the system and either gave, volunteered or utilized any of the other services provided by the online system); b) donor engagement in giving (those who made a donation if a program is offered by the company); and c) volunteer engagement by volunteering (those who volunteer if a program is offered by the company).
Full-time (employee)	Employment in which a person works a minimum number of hours defined as such by his/her employer.
Match Cap	A limit in the amount of additional donation dollars a party is willing to contribute to an individual's donation.
Median	The value placed in the middle of a set of values.
Metrics	Quantitative measurements used to track performance.
Mode	The value that occurs most frequently within a set of numbers.
NPO Portal	A free portal for nonprofits to administer their charity pages and engage with YourCause corporate clients and their employee networks worldwide.

Offline Giving	A donation recieved by cash or check transacted outside of the system, and logged within CSRconnect by the donor.
Participation	Users who have demonstrated at least 1 hour of participation through team or individual events and/or have donated at least 1 unit of payment to a nonprofit. The calculation is performed by dividing the number of participants by the number of eligible participants aggregated per affiliate.
Payroll Giving	A program which allows employees to give money to a registered charity of their choice by having a deduction taken straight from their gross pay.
Range	The value of the difference between the largest value and the smallest value in a set of numbers.
Redemption (monthly/seasonal)	An act of redeeming an incentive, usually earned through participation within a specific employee program, in the form of a donation to a qualified nonprofit organization.
Retiree	A person who has retired from full-time work.
Transaction	A transaction symbolizes a unique donation performed within the YourCause provided platform.
Volunteer Days	A day in which a person voluntarily offers himself or herself for a service or undertaking.
Volunteer Grants	An incentive in which an employee may 'earn' an additional donation to a specified charity as a result of volunteering a pre-defined number of total hours over a set period of time.

final THOUGHTS

While pulling together this edition of our Industry Review, it quickly became apparent that the growth in the volume of data we are now able to draw upon to publish our insights, is enabling us to provide a much stronger (and more predictive) analysis. Many of the initial theories and hypotheses we originally used when starting (and operating) YourCause are now being confirmed by the resulting data from client usage. Many of the trends and predictions that were scattered amongst the plans of the administrators operating the employee engagement programs via CSRconnect, are now being validated across geography, industry and peers. It's exciting to see that as the total number of participating clients grow (the "N" value), the data will only become more and more insightful, making upcoming issues of our Industry Review an instrumental compass for steering successful employee engagement programs into the future.

Onward and upward:

- Matt Combs

About YourCause

YourCause delivers the CSRconnect Employee Engagement Platform to enterprise clients of all sizes, providing a fully hosted solution for a broad array of corporate community involvement programs. CSRconnect is a robust and highly configurable software platform that caters to each client's employee engagement program with giving, volunteering, sustainability, grants, non-profit partnerships, and other related engagement tools and philanthropy processing services. Through the CSRconnect Employee Engagement Platform, clients are able to fully manage and report the depth of their social impact and overall employee engagement.