YourCause

2017
Industry Review

Employee Engagement &

Corporate Social Responsibility

Issue 4

THE MISSION

YourCause remains committed to developing content to challenge, question, and improve the effectiveness of employee engagement efforts. By analyzing the data collected within the YourCause Employee Engagement Platform between January 2016 through June 2016, this **Industry Review** exposes trends, activities and industry practices for our clients (current and future), industry peers (partners and nonprofits), and other interested parties. The intent of this Industry Report is to encourage a better understanding of employee performance and trends within related programs.

ADDITIONAL RESOURCES

YourCause has created numerous resources that can be used as guides and benchmarks for executing various employee engagement programs. The following recommended resources can be found in their entirety at www.YourCause.com.

Grant Terminology: A Primer

An article highlighting key terms used when discussing grant programs in connection to corporate philanthropy.

YourCause 2016 Partner Satisfaction

Discover how clients rate YourCause's performance in the areas of industry knowledge, product performance, and customer service.

Dexcom:
10 Year Anniversary Site

Dexcom shares how they created a consumer facing philanthropic campaign using YourCause's CauseCard program.

Nielsen: Global Impact Day

Learn how Nielsen established baseline metrics using YourCause's reporting to actively promote employee participation.

Access these resources and more at www.YourCause.com

Danielle Morgan
Sales Executive

Dustin Joost
Head of Sales

Kassandra Hernandex
HR Specialist

THE CONTENTS

To gain the most insight from this **Industry Review**, it is important to have a clear understanding of the terminology and methodology used throughout.

The terms currently outlined below are key to describing the results of the analyzed data. The data is comprised of thirty-one companies active in the YourCause Employee Engagement Platform before January 2016. All data has been grouped within the Standard Industrial Classifications (SICs), which consist of Consumer Discretionary, Consumer Staples, Financial, Healthcare, Information Technology and Utilities. These companies represent 2,080,445 total employees with access to active programs between January 2016 through June 2016.

These terms represent a subset of a complete glossary found on page 33.

KEY POINTS

Active Platforms: 31

Total Employees: 2,080,445

Standards: Standard Industrial Classifications

Program Access: January 2016 through June 2016

CauseCards	A program within CSRconnect much like a typical gift or reward card that allows companies to issue, to quailified users, the ability to make a donation on behalf of the company, to a charity of their choosing.
Dollars-for-Doers	A term used to describe an incentive program offered to volunteers ("Doers") that rewards them with a donation ("Dollars") to the recipient volunteering organization for the employee's volunteering activities.
Employee Engagement	Broken out into two 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 logged hours within the company's program.
Participation	Users who have volunteered at least one (1) hour through a team or individual event and/or have made a single donation. To calculate particiaption 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 transaction is defined as a unique donation performed within YourCause's Employee Engagement platform.
Volunteer Grants	An incentive program offered to an employee that allows them to earn a donation, made by the company on the individuals behalf, to the organization for which they volunteered.

FOUNDER'S MESSAGE

Dear clients, prospects, supporters and friends,

In almost every way, the fourth edition of our Industry Review is our best yet. The Review's new look, expanded data, and overall level of quality surpasses anything we've done in the past. I am proud of our team – *the entire team* – who worked so diligently to bring this together. I am proud of our network of clients that enable us to collect such data. And, I'm proud for all that this Industry Review represents to YourCause, the markets we serve, and for the thousands of program managers out there seeking to make our world a better place by effectively executing their employee engagement programs.

Since the release of our first edition, I've been excited to see how many of you have referenced and utilized the insights found within our Industry Reviews. I've seen the data referenced in presentations, pitches and other industry materials used by our clients, future prospects, industry consultants, trade organizations, philanthropists, volunteers, and even our own competitors! Bottom line, the data is being used. It is being used to make a positive difference. That in itself aligns with our original intent for making the Industry Review readily available to anyone and everyone seeking to expand their knowledge of our space.

As we continue to produce future editions of this Review and analyze more and more transactions *– and inevitably come up with additional ways in which we can extract valuable insights from the big data collected –* I sincerely hope that we use tools like our Industry Review to sustain (and even grow) the momentum and overall renewed spirit that has ignited our industry over the past few years.

Matthew W. Combs
Founder & CEO

KEY FINDINGS

62%

Volunteer incentive programs have a redemption rate of 62%.
see page 14

79%

79% of disaster donors are first time donors.
see page 20

8x

Retiree donations are 8X higher, on average, than full-time employees.
see page 7

84%

84% of donors give within the regions they work.

5x

Companies that offer both giving and volunteering have 5X greater average donation per donor.

26

Enterprises with +100,000 employees average 26 transactions per unique charity.

2x

The Materials industry's average hours volunteered are 2X higher than the next leading industry.

Amari Hollis
Program Services Coordinator

Chirag Patel
Business Intelligence Developer

Molly Tanzer
Sales Executive

GLOBAL EMPLOYEE ENGAGEMENT

The data reviews global employee engagement for giving and volunteering as it relates to full-time and retired employees.

Data includes all industries [domestic and international] n = eligable employee sample size	Full-Time Employees	Retired Employees
Employee Engagement	**12% / 8%** (donor / volunteer)	**3% / 1%** (donor / volunteer)
Average Donation per Donor	**$416** n = 1,513,871	**$3,143** n = 380,785
Average Transactions per Donor	8	8
Average Donation per Charity	**$1,531**	**$2,084**
Average Transactions per Charity	28	5
Average Hours per Volunteer	12 n = 1,480,025	106 n = 326,022
Average Hours per Charity	69	109

Issue 4 - Review overall methodology and glossary of terms found on pages 31/ 34.

MANAGEMENT LEVEL ENGAGEMENT

To understand management level performance, data was evaluated from eleven (11) companies that included manager level information within their standard HR file. The information was analyzed to understand the differences in giving and volunteering between upper management (levels 0-3), middle management (levels 4-5) and lower management (levels 6-8). Note: Retiree and non-managerial employees have been excluded from the data analysis below.

n = eligable employee sample size	Upper Management	Middle Management	Lower Management
Employee Engagement (Giving & Volunteering)	8%	4%	1%
Average Donation per Donor (Giving & Volunteering)	$1,805 n = 7,226	$1,196 n = 76,296	$823 n = 506,256
Average Hours per Volunteer (Giving & Volunteering)	22	26	31
Employee Engagement (Only Giving)	19%	10%	3%
Average Donation per Donor (Only Giving)	$2,625	$1,197	$684
Employee Engagement (Only Volunteer)	12%	11%	6%
Average Hours per Volunteer (Only Volunteer)	6	7	6

MANAGEMENT FINDINGS

39%

Upper management accounts for 39% of the overall donations contributed.

1 hour

There is a one (1) hour difference in volunteer hours logged by **middle management** as compared to **upper and lower management** in companies that offer ONLY volunteer programs.
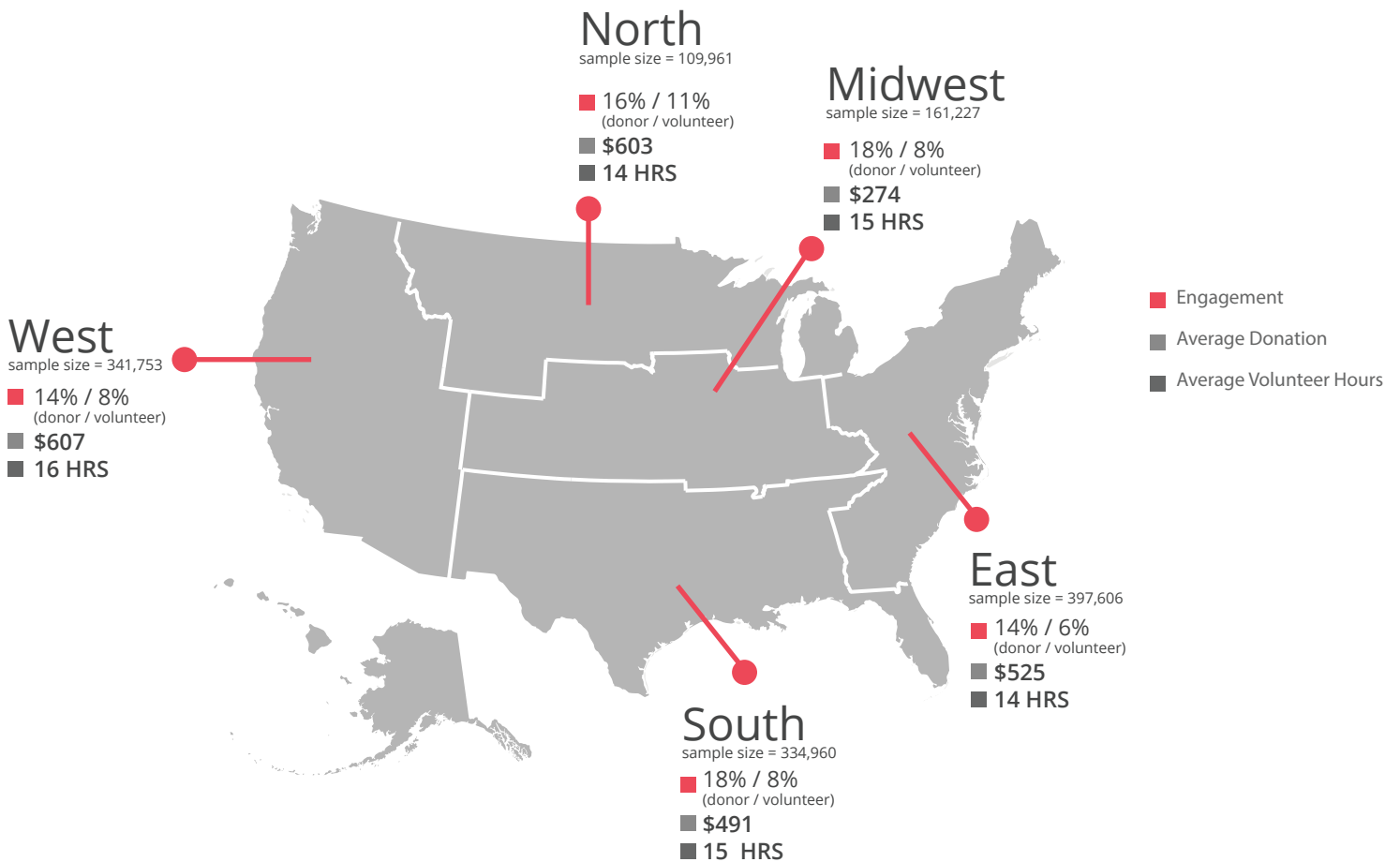
1.4x

Lower management logged 1.4x more volunteer hours in companies that offered both giving and volunteer programs.

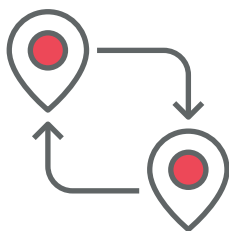# DOMESTIC GIVING BY REGION

DOMESTIC SNAPSHOT

The map breaks down giving and volunteering based on an employee's work state. Each state was assigned to a region, as defined on page 32. The average engagement rate was analyzed for both giving and volunteering, average donations, and volunteer hours within a work region.

North
sample size = 109,961

- 16% / 11%
  (donor / volunteer)
- $603
- 14 HRS

Midwest
sample size = 161,227

- 18% / 8%
  (donor / volunteer)
- $274
- 15 HRS

West
sample size = 341,753

- 14% / 8%
  (donor / volunteer)
- $607
- 16 HRS

- Engagement
- Average Donation
- Average Volunteer Hours

East
sample size = 397,606

- 14% / 6%
  (donor / volunteer)
- $525
- 14 HRS

South
sample size = 334,960

- 18% / 8%
  (donor / volunteer)
- $491
- 15 HRS

LOCATION PREFERENCES

84%
84% of employees give only within their work region.

4%
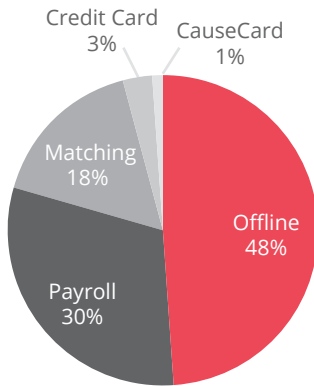4% of employees give within their work region AND outside their work region.

1.4X
Donations made outside an employee's work region are 1.4x greater per donor, than those made within the region they work.
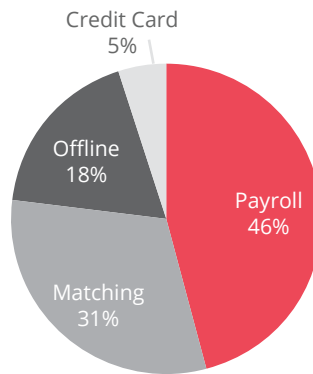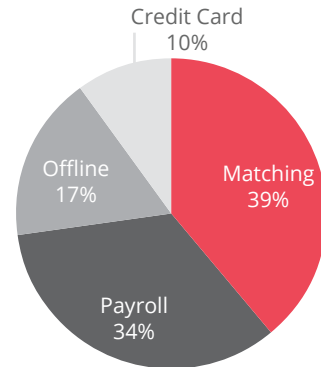
DONATION METHOD

Donations can be made by employees using the following methods: credit card, payroll, matching, offline tracking, CauseCard, or from a fundraising page. Each method is broken out by region. Note: matching percentages consist of offline, payroll, credit card, and volunteer matching.
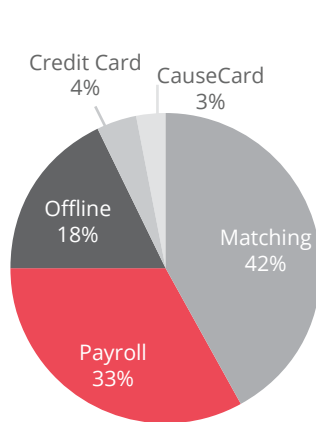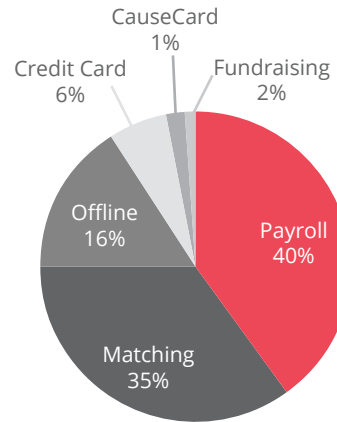
East
- Credit Card 3%
- CauseCard 1%
- Matching 18%
- Payroll 30%
- Offline 48%

Midwest
- Credit Card 5%
- Offline 18%
- Payroll 46%
- Matching 31%

North
- Credit Card 10%
- Offline 17%
- Matching 39%
- Payroll 34%

West
- Credit Card 4%
- CauseCard 3%
- Offline 18%
- Matching 42%
- Payroll 33%

South
- CauseCard 1%
- Credit Card 6%
- Fundraising 2%
- Offline 16%
- Payroll 40%
- Matching 35%

CHARITY TYPE PREFERENCES

Charities are grouped by the National Taxonomy of Exempt Entities (NTEE) which offers a classification system for nonprofit organizations recognized as tax exempt under the Internal Revenue Code.

TOP 5 CHARITY TYPES TO GIVE

1. Education
2. Philanthropy
3. Human Services
4. Youth
5. Religion

TOP 5 CHARITY TYPES FOR VOLUNTEERING

1. Education
2. Human Services
3. Youth
4. Leisure
5. International

Peter Black
UX/ UI Designer

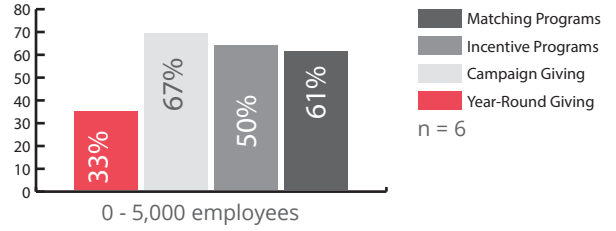**Edward Adjei**
Senior Architect

ENTERPRISE SIZE

The data from thirty-one (31) companies were used to analyze giving and volunteering. Company size was determined by number of employee records delivered within human resource (HR) files.
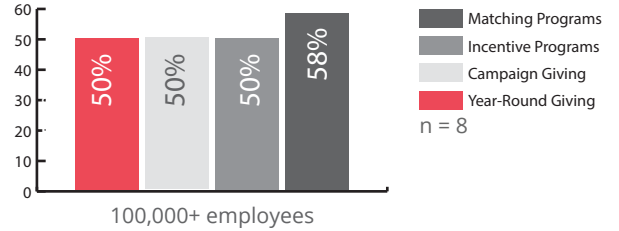
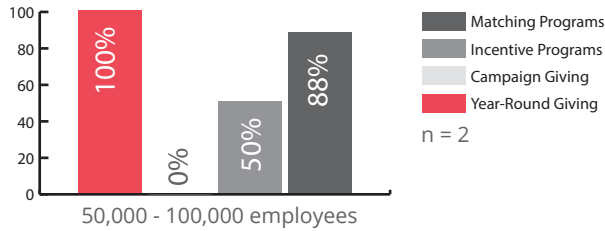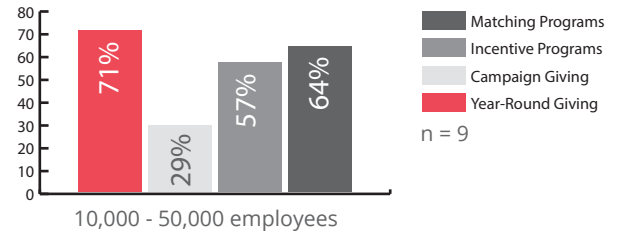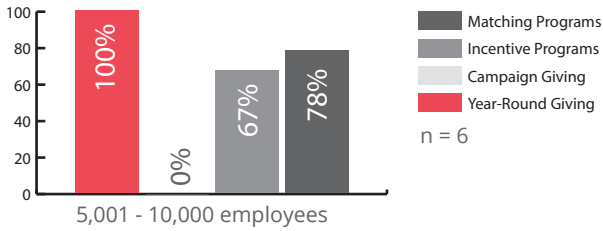| Data grouped by workforce size n = number of companies	0 - 5,000 n = 6	5,001- 10,000 n = 6	10,001 - 50,000 n = 9	50,001 - 100,000 n = 2	100,000 + n = 8
Employee Engagement	24% / 10% (donor / volunteer)	8% / 10% (donor / volunteer)	14% / 8% (donor / volunteer)	11% / 3% (donor / volunteer)	12% / 8% (donor / volunteer)
Average Donation per Donor	$451	$713	$689	$1,364	$363
Average Transactions per Donor	8	9	8	14	7
Average Donation per Charity	$778 per donor	$1,157 per donor	$1,356 per donor	$2,142 per donor	$1,401 per donor
Average Transactions per Charity	13 per unique charity	14 per unique charity	15 per unique charity	22 per unique charity	26 per unique charity
Average Hours per Volunteer	21	8	13	29	12
Average Hours per Charity	57 per unique charity	50 per unique charity	79 per unique charity	77 per unique charity	66 per unique charity

Issue 4 - Review overall methodology and glossary of terms found on pages 31/ 34.

PROGRAM TRENDS

The following graphics show the distribution of usage for various giving programs within companies of five (5) different enterprise sizes.

0 - 5,000 employees (n = 6)
- Year-Round Giving — 33%
- Campaign Giving — 67%
- Incentive Programs — 50%
- Matching Programs — 61%

n = number of companies

5,001 - 10,000 employees (n = 6)
- Year-Round Giving — 100%
- Campaign Giving — 0%
- Incentive Programs — 67%
- Matching Programs — 78%

10,000 - 50,000 employees (n = 9)
- Year-Round Giving — 71%
- Campaign Giving — 29%
- Incentive Programs — 57%
- Matching Programs — 64%

50,000 - 100,000 employees (n = 2)
- Year-Round Giving — 100%
- Campaign Giving — 0%
- Incentive Programs — 50%
- Matching Programs — 88%

100,000+ employees (n = 8)
- Year-Round Giving — 50%
- Campaign Giving — 50%
- Incentive Programs — 50%
- Matching Programs — 58%

GIVING METHODS

Payment method distribution by enterprise size.

0 - 5,000 employees	5,001- 10,000 employees	10,001 - 50,000 employees	50,001 - 100,000 employees	100,000 + employees
Payroll - 100%	Offline - 100%	Payroll - 100%	Offline - 100%	Credit Card - 100%
Payroll Match - 100%	Offline Match - 100%	Offline - 100%	Offline Match - 100%	Payroll - 100%
CauseCards - 67%	Credit Card - 100%	Credit Card - 71%	Credit Card - 100%	Credit Card Match - 83%
Offline - 67%	Credit Card Match - 100%	CauseCards - 71%	Credit Card Match - 100%	Offline - 67%
Offline Match - 50%	CauseCards - 67%	Offline Match - 71%	Payroll - 100%	Offline Match - 67%
Credit Card - 50%	Payroll - 33%	Payroll Match - 71%	Payroll Match - 100%	Payroll Match - 67%
Credit Card Match - 33%	Payroll Match - 33%	Credit Card Match - 57%	CauseCard - 50%	CauseCards - 50%
	Volunteer Match - 17%	Volunteer Match - 57%	Volunteer Match - 50%	Volunteer Match - 17%
		Fundraising - 14%		Fundraising - 17%

Pravin Bhosale
Senior SQL Developer

Venkatesh Akula
SQL / BI Developer

Anil Khadka
Application Developer

PROGRAM TRENDS

The below table breaks down the utilization of programs for companies that only offer giving or volunteering or those offering both giving and volunteering.

data includes all domestic and international industries n = number of companies s = average employee workforce ⊘ = not applicable	Giving Programs Only n = 4 s = 340,551	Volunteering Programs Only n = 3 s = 306,705	Combined Giving & Volunteer Programs n = 23 s = 1,173,320
Employee Engagement	34% (donor)	15% (volunteer)	10% (donor / volunteer)
Average Donation per Donor	$193	⊘	$1,073
Average Transactions per Donor	6	⊘	10
Average Donation per Charity	$737	⊘	$2,511
Average Hours per Volunteer	⊘	15	11
Average Hours per Charity	⊘	51	91

Issue 4 - Review overall methodology and glossary of terms found on pages 31/ 34.

INCENTIVE PROGRAMS

Three of the most common incentive programs offered by companies are: (1) volunteer reward programs, (2) general reward programs (new employees, first 100 donors, etc.) and (3) PAC Match programs. The data below illustrates the utilization of the programs and associated speed of redemption.

0 - 3 DAYS

The rate of redemption peeks within the first three days of the card being issued.

PERCENTAGE REDEEMED

DAYS TO REDEEM
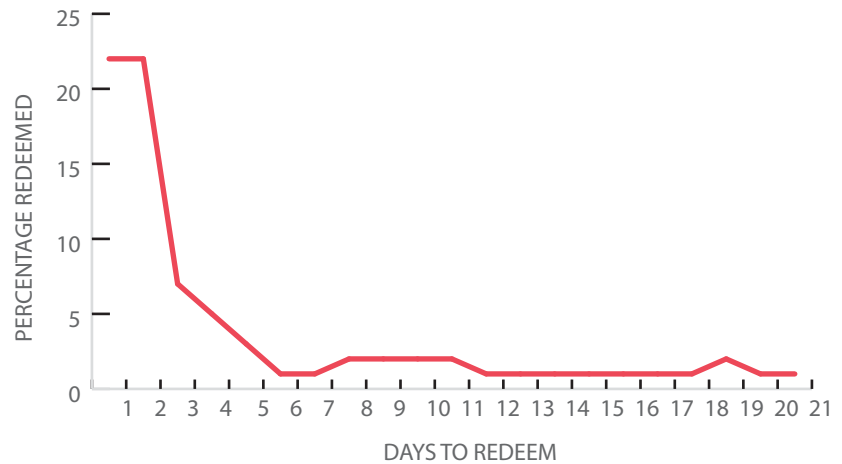
INCENTIVE PROGRAMS TYPES

13% — **PAC Match programs** are utilized by 13% of the client sample.

87% — 87% of the client sample offer incentives in **General Reward programs.**

60% — **Volunteer programs** are used by 60% of the client sample.

RETHINKING TRADITIONAL INCENTIVE MODELS

To view the full case study for Dexcom visit www.YourCause.com

Dexcom, a glucose monitor manufacture, grew 60% year over year due to the rapid introduction of new products. They sought to give back to the diabetic community in a unique, meaningful and impactful way.

Dexcom partnered with YourCause to utilize a CauseCard incentive program and deployed a branded Dexcom 10-Year Anniversary version of the CSRconnect engagement platform. While YourCause CauseCard programs are traditionally used to incentivize corporate employees, the partnership with Dexcom reimagined the possibilities for how the traditional CauseCard program could be used to incentivize a company's customers through philanthropic action.

As a result, Dexcom customers were able to make more than $100,000 in donations to charities supporting diabetes research.

The Results

$107,370
Total Amount Donated

10,737
Total Participants
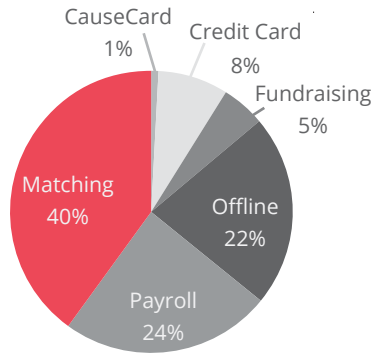
8.38%
CauseCard Redemption Rate

TRENDS BY INDUSTRY

The data from all participating companies within this report have been categorized according to the Standard Industrial Classification's (also referred to as the SIC parameters). A total of seventy (70) companies were categorized within nine (9) SIC categories and their data were analyzed accordingly.
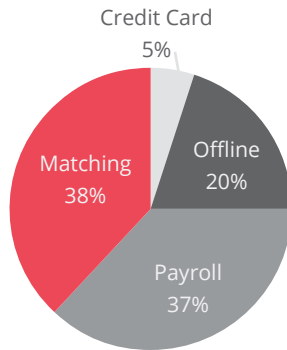
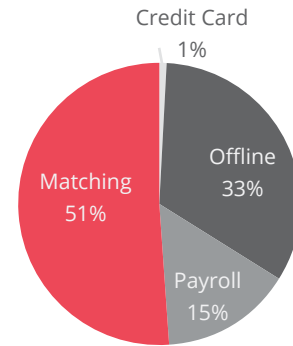| Data include domestic and international employees n = number of companies	Employee Sample Size	Employee Engagement	Average Donation per Donor	Average Hours per Volunteer
Consumer Discretionary n = 8	473,732	4% / 1% (donor / volunteer)	$ 272	13
Consumer Staples n = 4	344,346	4% / 1% (donor / volunteer)	$ 554	13
Energy n = 4	157,912	7% / 5% (donor / volunteer)	$ 1,940	22
Financials n = 15	456,510	25% / 18% (donor / volunteer)	$ 784	13
Healthcare n = 6	463,101	4% / 5% (donor / volunteer)	$ 1,246	9
Industrials n = 3	97,115	13% / 26% (donor / volunteer)	$ 606	6
Information Technology n = 23	412,122	6% / 13% (donor / volunteer)	$ 797	10
Materials n = 3	9,885	10% / 18% (donor / volunteer)	$ 1,837	56
Utilities n = 4	90,197	19% / 6% (donor / volunteer)	$ 494	26

DONATION DISTRIBUTION

The following charts display data related to the distribution of donations broken out by segment as defined by the Standard Industrial Classification (SIC) parameters. Matching programs are offered in at least 30% of all industries. Matching programs include: credit card matching, offline matching, volunteer matching and payroll matching.
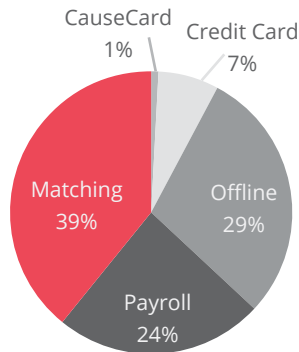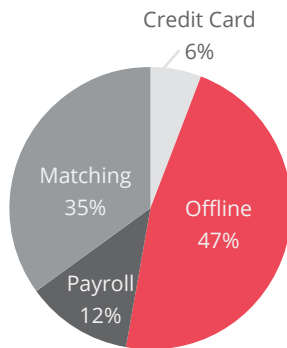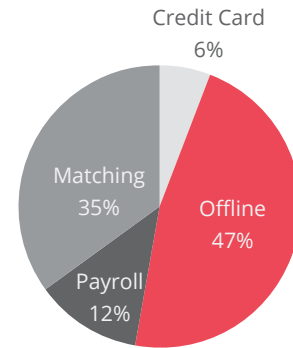
Consumer Discretionary

- CauseCard 1%
- Credit Card 8%
- Fundraising 5%
- Offline 22%
- Payroll 24%
- Matching 40%

Consumer Staples

- Credit Card 5%
- Offline 20%
- Payroll 37%
- Matching 38%

Energy

- Credit Card 1%
- Offline 33%
- Payroll 15%
- Matching 51%

Financials

- CauseCard 1%
- Credit Card 7%
- Offline 29%
- Payroll 24%
- Matching 39%

Healthcare

- Credit Card 6%
- Offline 47%
- Payroll 12%
- Matching 35%

Industrials

- Credit Card 6%
- Offline 47%
- Payroll 12%
- Matching 35%

Information Technology

- CauseCard 8%
- Credit Card 13%
- Offline 16%
- Payroll 22%
- Matching 41%

Materials

- CauseCard 1%
- Credit Card 1%
- Offline 2%
- Payroll 12%
- Matching 84%

Utilities

- CauseCard 4%
- Offline 8%
- Payroll 56%
- Matching 32%

Brice Boula
Security Analyst

Laura Butler
Sales Development Associate

GEOGRAPHIC TRENDS

The geographic trends section analyzes data related to giving and volunteering program performance broken out by geographic work location for all employees - including domestic and international.

Data includes all industries [domestic and international] n = eligable employee sample size	Domestic	International
Employee Engagement	16% / 8% (donor / volunteer)	2% / 9% (donor / volunteer)
Average Donation per Donor	$506 n = 1,095,149	$512 n = 378,510
Average Transactions per Donor	8	6
Average Donation per Charity	$1,808	$1,549
Average Transactions per Charity	27	18
Average Hours per Volunteer	15 n = 1,057,791	7 n = 415,029
Average Hours per Charity	62	275

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PERFORMANCE BY EMPLOYEE WORK STATE

Giving and volunteering is evaluated on a state level based upon the employee's work state as identified in the human resource file.

● = above domestic average

	Employee Engagement (donor/ volunteer)	Average Donation per Donor	Average Transactions per Donor	Average Donation per Charity	Average Hours per Volunteer	Average Hours per Charity
AK	11% / 11% ●	$274	5	$448	24 ●	44
AL	● 17% / 3%	$195	6	$629	12	22
AR	● 18% / 1%	$260	6	$603	20 ●	34
AZ	4% / 10% ●	$583 ●	7	$1,005	15	58
CA	12% / 5%	$634 ●	10 ●	$1,492	17 ●	58
CO	7% / 7%	$675 ●	6	$1,021	12	42
CT	9% / 3%	$305	6	$507	23 ●	65 ●
DE	5% / 7%	$143	5	$162	29 ●	75 ●
FL	10% / 4%	$279	6	$967	13	39
GA	● 24% / 4%	$412	7	$1,301	10	30
HI	5% / 3%	$280	8	$539	9	37
IA	3% / 20% ●	$338	5	$806	17 ●	78 ●
ID	2% / 11% ●	$449	6	$453	17 ●	43
IL	16% / 3%	$318	7	$806	11	37
IN	15% / 1%	$231	7	$671	21 ●	43
KS	11% / 2%	$237	7	$576	29 ●	47
KY	14% / 2%	$143	6	$316	31 ●	72
LA	14% / 2%	$397	8	$953	18 ●	46
MA	4% / 2%	$563 ●	8	$835	11	45
MD	5% / 5%	$284	6	$442	27 ●	78 ●
ME	7% / 2%	$302	6	$356	22 ●	26
MI	16% / 1%	$218	6	$661	14	32
MN	11% / 13% ●	$904 ●	4	$2,104 ●	14	72
MO	● 26% / 8%	$221	6	$899	15	58
MS	● 20% / 2%	$424	14 ●	$1,336	27 ●	47
MT	4% / 10% ●	$465	9 ●	$666	22 ●	56
NC	9% / 10% ●	$267	7	$733	15	54
ND	3% / 9% ●	$198	4	$237	16 ●	30
NE	3% / 11% ●	$772 ●	6	$837	21 ●	43
NH	8% / 10% ●	$976 ●	8	$903	18 ●	51
NJ	16% / 2%	$307	7	$652	13	32
NM	7% / 9% ●	$381	5	$546	14	32
NV	5% / 6%	$261	6	$486	18 ●	58
NY	10% / 3%	$1,839 ●	5	$3,679 ●	14	50
OH	13% / 1%	$209	6	$519	19 ●	39
OK	● 19% / 6%	$234	7	$710	9	48
OR	12% / 14% ●	$554 ●	8	$714	20 ●	49
PA	6% / 5%	$462	7	$733	13	38
RI	7% / 9% ●	$316	8	$710	13	55
SC	6% / 6%	$449	6	$996	15	37
SD	2% / 24% ●	$454	6	$418	15	57
TN	16% / 6%	$291	6	$829	10	45
TX	● 18% / 7%	$659 ●	9 ●	$2,128 ●	16 ●	67 ●
UT	5% / 12% ●	$1,319 ●	8	$1,816 ●	20 ●	83 ●
VA	6% / 8%	$374	7	$572	11	44
VT	10% / 1%	$329	6	$394	15	23
WA	16% / 5%	$443	7	$752	16 ●	38
WI	14% / 4%	$205	7	$449	18 ●	38
WV	8% / 1%	$77	5	$129	35 ●	41
WY	3% / 7%	$1,162 ●	7	$749	22 ●	41
Domestic Average	**12%/6%**	**$517**	**7**	**$1,862**	**16**	**61**

2016 DISASTER CAMPAIGN TRENDS

June 1, 2016
Tragedy in Orlando, Florida

99%
of donations
raised came from
outside of Orlando.

May 1, 2016
Canada Fort McMurray
Wildfire

76%
of donations
were raised from within
the impacted area.

May 26, 2016
Floods of Houston, Texas

89%
of the donations
raised came from
first-time donors.

79% of disaster donors are first time donors.

April 16, 2016
Ecuador Earthquake
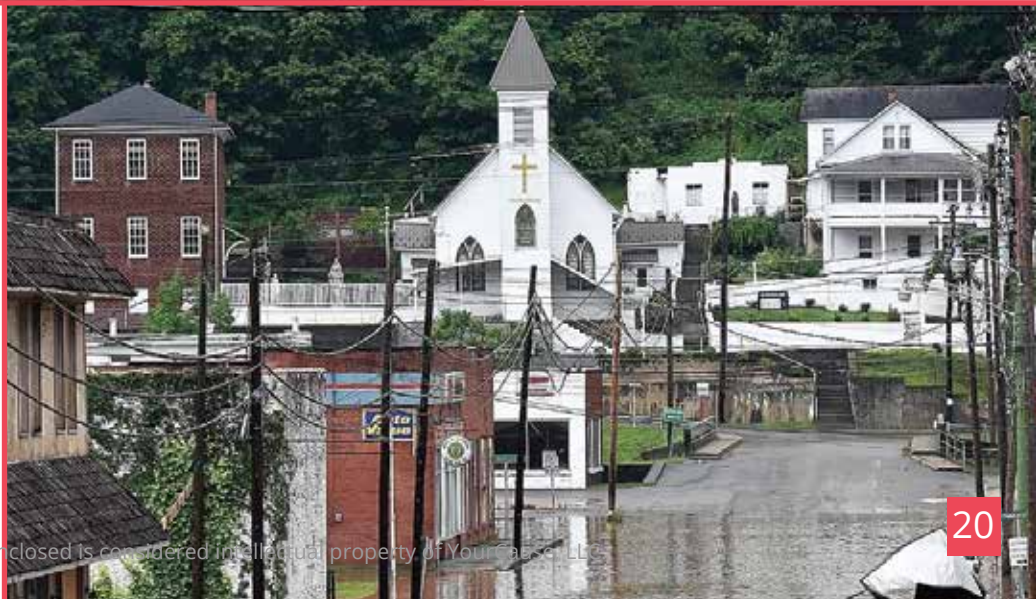
90%
of donors were first time donors.

April 14, 2016
Earthquake Kumamoto, Japan

31%
of donations raised came from within the impacted area.

June 23, 2016
West Virginia Floods

100%
of donations raised came from outside the impacted area.

YourCause team volunteering at the Community Partners of Dallas

NONPROFIT TRENDS

OVERVIEW FINDINGS

More nonprofit organizations accept donations via an Automated Clearing House (ACH) than in previous years. Since 2015, YourCause has more than tripled the total organizations receiving donations via the ACH method. The associated increase in ACH processing has sped up the delivery of donations, allowing nonprofit organizations to utilize donations faster to support their missions.

44,042

total lifetime charity administrators within the CSRconnect platform

24%

donations delivered via ACH from 1/1/16 through
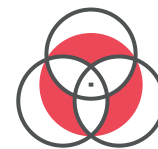
265K

ACH & check payments from 1/1/16 through 6/30/16

7,334

charities with ACH registration over all time

72%

growth in charities ACH registered all time

$72M

donated from 1/1/16 through 6/30/16

21

Issue 4 - Review overall methodology and glossary of terms found on pages 31/ 34.

TOP 10 CHARITY LIST
based on all-time performance data

Most Searched

1. American Heart Association
2. St. jude Children's Research Hospital
3. Feed My Starving Children
4. American National Red Cross
5. March of Dimes Foundation
6. American Cancer Society
7. Junior Achievement of Chicago
8. Habitat for Humanity International
9. Twin Cities Habitat for Humanity
10. National Multiple Sclerosis Society

Highest Volunteer Hours

1. Adventures in Missions Inc. - 87K hrs
2. Boy Scouts of America - 73K hrs
3. Twin Cities Habitat for Humanity - 41K hrs
4. The Church of Jesus Christ of Latter-Day Saints - 40K hrs
5. Club Kayak Foz - 38K hrs
6. Ashburn Volunteer Fire Department - 37K hrs
7. Little League Baseball Inc. - 36K hrs
8. Boy Scouts of America Council - 36K hrs
9. World Vision - 34K hrs
10. Learning Links Foundation - 32K hrs

Most Volume (Transactions)

1. United Way of Metropolitan Dallas - 183K
2. United Way of Metropolitan Atlanta - 145K
3. St. Jude Children's Research Hospital - 132K
4. American Cancer Society - 106K
5. United Way of Metropolitan Chicago - 88K
6. United Way of Greater St. Louis - 84K
7. United Way of the Texas Gulf Coast - 76K
8. United Way of the Bay Area - 65K
9. Wounded Warrior Project Inc. - 64K
10. American National Red Cross - 60K

Most Donations (Dollars)

1. United Way of Greater St. Louis - $9.9M
2. Greater Twin Cities United Way - $8.1M
3. United Way of Metropolitan Dallas - $7.7M
4. United Way of Greater Philadelphia and Southern New Jersey - $5.5M
5. President and Fellows of Harvard College - $4.6M
6. American Cancer Society - $4.5M
7. St. Jude Children's Research Hospital - $4.4M
8. United Way of Metropolitan Atlanta - $3.6M
9. American Heart Association - $3.1M
10. American National Red Cross - $2.5M

Kylee Daugherty
Lead Implementation Manager

TECHNOLOGY TODAY

TOP BROWSERS

n = 1,269,914 from January 1, 2016, to June 30, 2016

1. Internet Explorer	2. Chrome	3. Firefox	4. Safari
72%	**21%**	**3%**	**2%**

Usage by version of Internet Explorer [IE] version

| IE 11.0	IE 7.0	IE 10.0	IE 8.0
87%	5%	4%	2%

96% of users access their employee engagement platform from a computer versus a tablet or mobile device.

## TOP COUNTRIES ACCESSING CSRCONNECT

1. United States
2. India
3. Ireland
4. Malaysia
5. United Kingdom

STOCK MARKET INFLUENCE

We've heard that a company's net income is influenced by the rate of employee engagement throughout the enterprise. To investigate this theory, we pulled historical stock prices for nine (9) clients (A -I below) who are public companies, looked at their giving and volunteering performance during that time, and then compared their engagement to the performance of the Dow Jones and S&P averages. We were unable to confirm or deny the theory that employee engagement truly impacts the bottom line, at least not through this this data set.
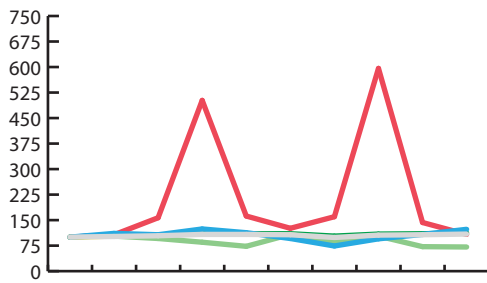

Legend:
- S&P 500
- Giving
- Volunteer Hours
- Close Stock Price
- Dow Jones Index
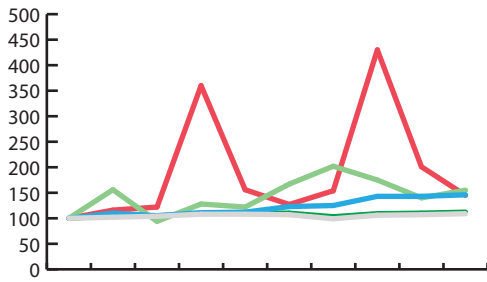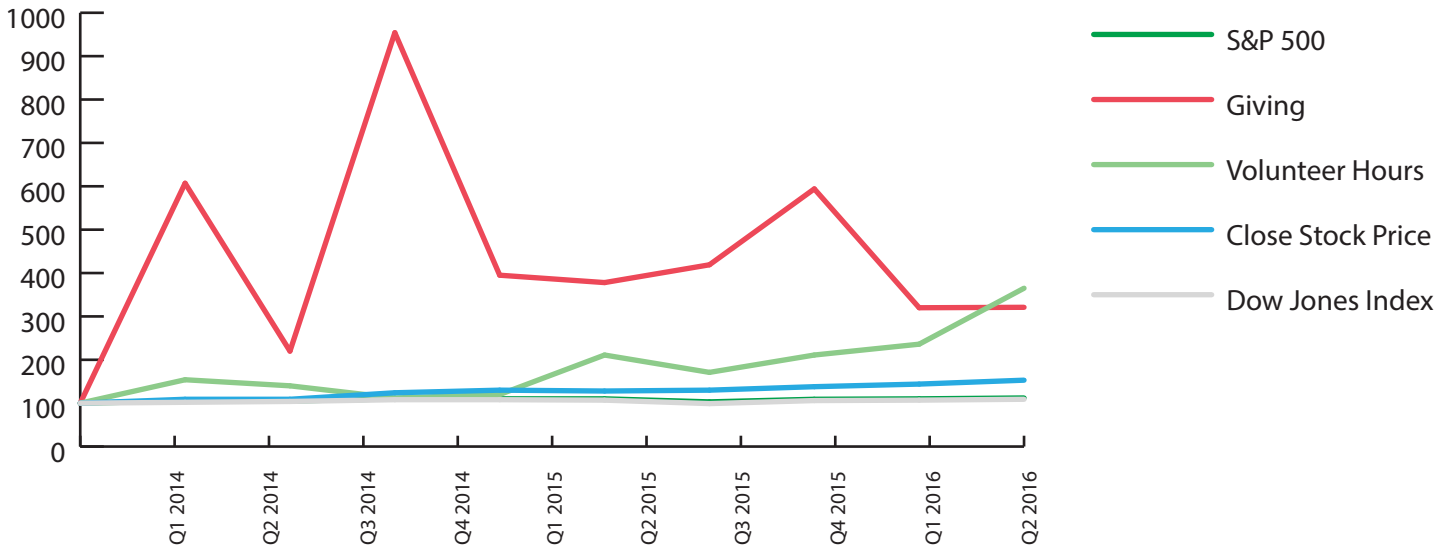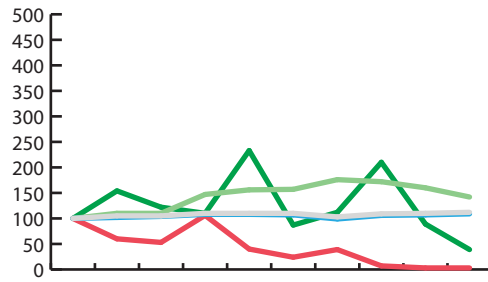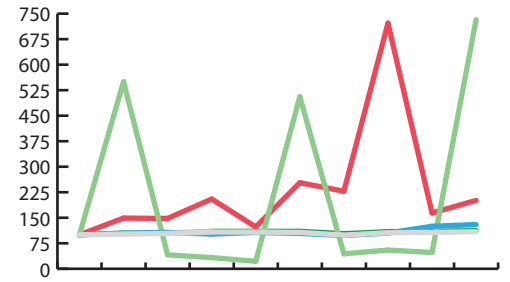
(A) (B) (C)
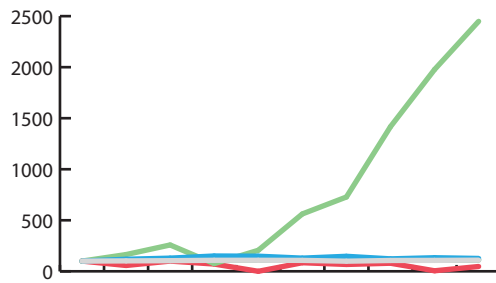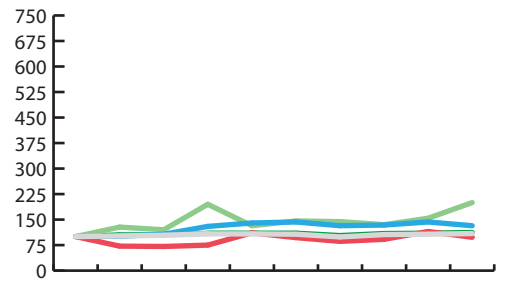
(D) (E) (F)
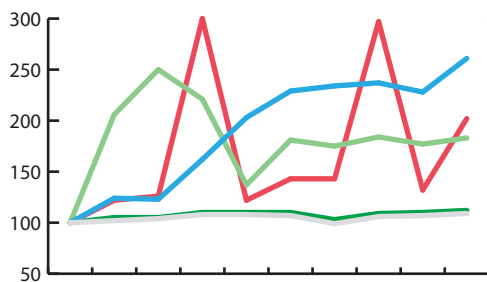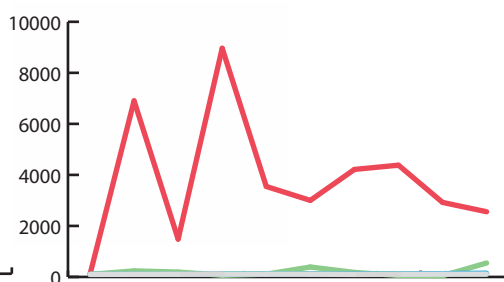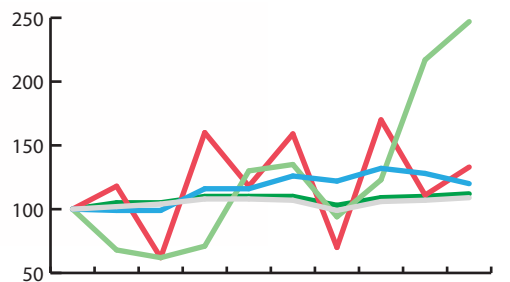
(G) (H) (I)

Ryan Douville
Account Manager

Rhonda Johnson
Account Manager

PAYMENT PROCESSING

PROCESSING FINDINGS

The following chart displays data from thirty-one (31) companies processing with YourCause over a two (2) year period of time. The chart depicts the processing frequency into five (5) distinct timeframes offered to clients.

Processing Frequency

- Quarterly - 28%
- Monthly & Quarterly - 3%
- Monthly - 63%
- Every 4 months - 3%
- Bi-monthly - 3%
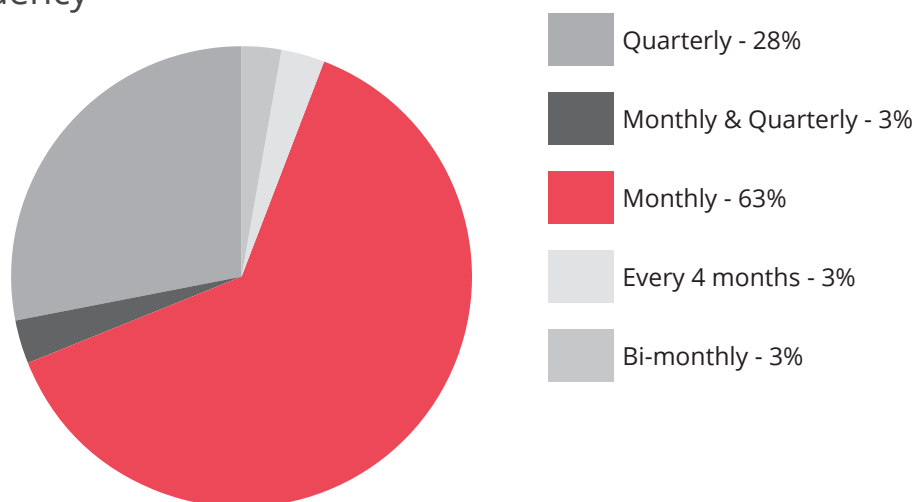
DEPOSIT FINDINGS

ACH payments, on average, are 2.4x larger than donations delivered via traditional paper checks.

	January	February	March	April	May	June
ACH	27%	20%	23%	21%	29%	22%
Check	73%	80%	77%	79%	71%	78%

Correlation between Admin and ACH Growth

Count of ACH Registered
Count of Charity Admin Created

How to Register for ACH

Registering for ACH within the YourCause NPO Portal is easy. Simply follow the steps below and start recieving donations faster!

1. Go to http://npo.yourcause.com and log in.
2. Once logged in, navigate to 'ACCOUNT' in the main-navigation and select 'ACH Registration.'
   Your organization's ACH Code will appear. If you do not see your ACH code, please use the 'Request Code' option.
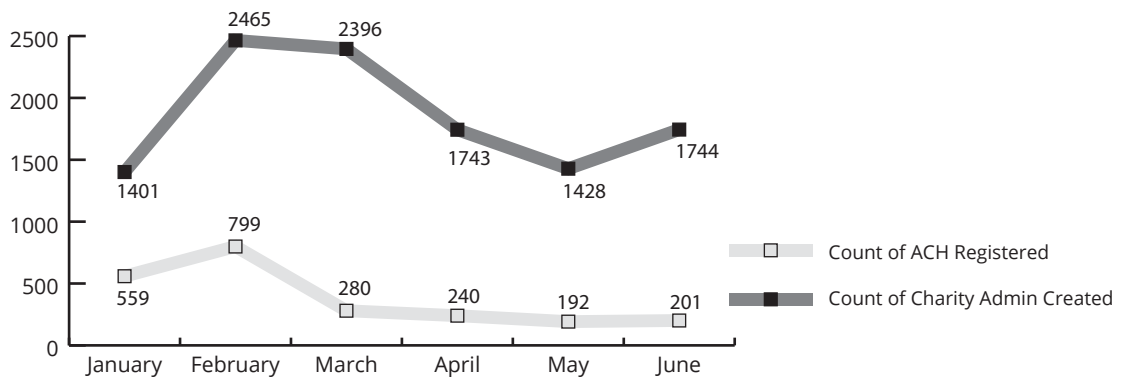3. With your code, select 'Register for ACH.' You will be directed to our partner's site (Sunguard) to complete registration.
4. When prompted enter your organization's ACH code and follow the instructions.
5. Enter your bank information. Sungard will provide details for verifying your account by making two small deposits.
6. Proceed to "Verify Your Information." Once all information is submitted, Sungard will proceed with the test deposits.

Please note, you will need to review your bank statement in 1-2 days to see the test deposits. The deposits should appear from Sungard. Sungard will send an email reminding you to return to the site to verify the deposit amounts. After you enter the correct amounts, your account will be immediately activated and ready to receive ACH payments.

NONPROFIT IMPACT

The following impact examples are a result of active usage of YourCause's Employee Engagement Platform.

American Heart Association

Donated $3,105,739 to send 6,470 doctors and scientist to the International Stroke Conference to learn the latest advancements in the treatment and prevention of stroke.

Habitat for Humanity

Donated $444,888 to pay for 4,448 kitchen sinks in new home builds.

CASA

Donated $830,287 to pay for 33,211 phone cards to help keep seperated children connected.

FEEDING AMERICA

Donated $495,341 to feed 5,448,751 people facing hunger.

GLOBAL FUND FOR WOM =N
Champions for Equality.

Donated $283,168 to foster 78 years of training peace educators and trauma counselors.

houston foodbank

Donated $575,213 to provide 575,213 full days worth of meals.

ASPCA®

Donated $595,021 to provide 11,900 medical exams to cats and dogs.

.66%
Volunteer Incentive

.66%
Payroll

NorthTexas Food Bank™

Donated $395,873 to provide 2,375,238 meals to those in need.

LIVING WATER INTERNATIONAL

Donated $350,392 to provide 14,015 families with one years worth of clean water.

Our Commitment

Delivering an unrivaled level of customer service is key in supporting and enabling the success of client programs. A successful partnership with each client is maintained by providing outstanding customer service day-in and day-out. Every YourCause team member is dedicated to providing the highest level of service, from client facing positions and all other supporting roles.

Support Inquiries

The YourCause Customer Advocate team received over 53K inquiries from January 1, 2016, to June 30, 2016. Topics ranged from questions regarding specific employee engagement guidelines to basic platform education inquires. Support tickets were generated for both company employees and nonprofit administrators.

33%

67%

■ Corporate Tickets
■ Nonprofit Tickets
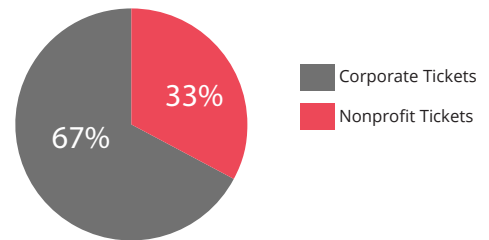
Top 5 Corporate Inquiries

1. Verifiying a match or donation stat
2. Assistance locating a nonprofit
3. Assistance with requesting a match
4. Program guideline questions
5. Assistance accessing the platform

Top 5 Nonprofit Inquiries

1. Assistance becoming a charity admin
2. Viewing donation history
3. Information requests
4. Community partner
5. Instructions on ACH set up

Communication Channels

90% of inquiries submitted are between 7 am and 7 pm central standard time through phone, email and chat. By tracking the preferred contact method to submit inquiries, the team is able to dedicate efficient and effective customer care.

21%
of inquiries are submitted via phone

6%
of inquiries are submitted via chat

73%
of inquiries are submitted via email

Response Time

Our team realizes that every inquiry is important, which is why we put additional focus on responding quickly and accurately to each inquiry the first time.

2.4 hrs

Inquires are responded to, on average, within 2.4 hours of submission.
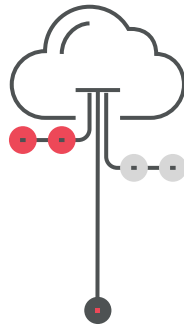
3.7 hrs

Inquiries are fully resolved, on average, within 3.7 hours after submission.

84%

of inquiries are resolved with one touch interaction by a YourCause Customer Advocate.

Response Time

The average software industry reports a first response time of 22 hours. At YourCause, we challenge ourselves to set the new standard for customer service response times, delivering exception service to both our corporate and nonprofit clients. Every question holds merit, and equally deserves our attention despite whats, who, or how its being asked. In just one year, YourCause cut its' response time in half to just 3.6 hours.

Full Resolution

First Reply Time

7.4 hrs

6.9 hrs

4.8 hrs

4.9 hrs

4.1 hrs

3.6 hrs

Jan - June 2015   July - Dec 2015   Jan - June 2016
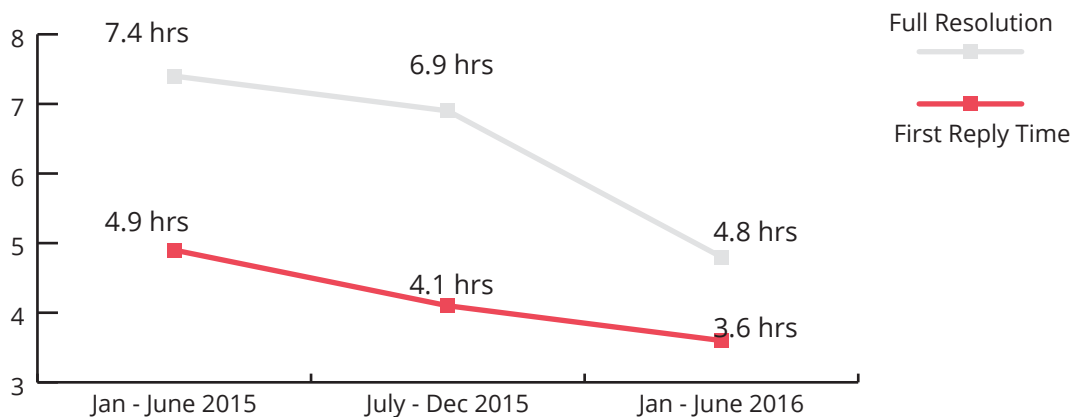
Overview

To construct the fourth edition of the Industry Review, data was collected from users that have at least two (2) years of usage with the system, consequently excluding any organization joining the CSRconnect community after December 31, 2015. The data analysis only looked at data from January 1, 2016 to June 30, 2016. The data is not a reflection of any one specific organization, but rather a broader overview of all data collected from all users over the period of 6 months.

Data

The complete data analysis only looked at data captured within the CSRconnect system and that 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 6/30/16. 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, 2016 to June 30, 2016 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

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	A program within CSRconnect much like a typical gift or rewards card that allows companies to issue quailified users the ability to make a donation on behalf of the company to a charity of their choosing.
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 term used to describe an incentive program offered to volunteers ("Doers") that reward them with a donation ("Dollars") to the recipient volunteering organization for their volunteering activities.
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 volunteered at least one (1) hour through a team or individual event and/or have made a single donation. The calculated particiaption rates is a formula dividing the 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.
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 unique donation performed within YourCause's Employee Engagement platform.
Volunteer Days	A day in which a person voluntarily offers himself or herself for a service or undertaking.
Volunteer Grants	An incentive program offered to an employee that allows them to earn a donation, made by the company on the individual's behalf, directly to the organization for which they volunteered.

FINAL THOUGHTS

Like we see in many industries, I also theorize that by opening the data (that we naturally aggregate when users engage with our CSRcon-nect platform) – and making that data available to all interested parties – it stands to reason that both employee engagement and corporate social responsibility will positively evolve, ultimately driving positive impact and change in our world. This theory, supported by the usage of our clients and their respective employees, can only be proven through the ongoing collaboration with our clients, industry peers, users and our team. In the four issues that we have now produced, and in distributing and discussing this data with clients and prospects, I have begun to see evidence that real, positive change is taking place throughout our industry. This change will lead to greater engagement and ongoing positive change to our world. I only wish this transformation will continue and the impact that we - together – have the potential to make will increasingly become the norm.

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 CSR program with giving, volunteering, sustainability, grants, nonprofit 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.

To learn more about CSRconnect and YourCause visit: CSRconnect.me