

INDUSTRY REVIEW

Employee Engagement & Corporate Social Responsibility



AUGUST 2017

ISSUE 5

GETTING STARTED

THE MISSION

Twice a year, the YourCause team publishes our *Industry Review* focused on evaluating employee engagement and corporate social responsibility programs. This report uses performance data collected by the YourCause Employee Engagement platform between January and December of 2016. Throughout the following pages, we identify trends, activities and benchmarks in employee engagement and corporate social responsibility. Our clients, industry peers, and other interested parties may use this data as a barometer for performance measurement.

It is our hope that this fifth issue of the Industry Review continues our tradition of challenging, questioning, and improving the effectiveness of employee engagement efforts for both for-profit and nonprofit organizations. Please remember: the intent of this Industry Review is to encourage a better understanding of employee engagement and cross-program trends.

ADDITIONAL RESOURCES

YourCause creates resources to enhance and educate professionals throughout the employee engagement industry. We encourage you to take full advantage of these additional resources and invite you to sign up for our e-newsletter. Visit www.YourCause.com to start exploring!



Case Study: Prime Therapeutics

Learn how Prime Therapeutics exceeded employee engagement levels AND reduced time spent in program administration, all while moving to a new CSR platform.



YourCause Global Goals Gateway

Discover how YourCause supports the United Nations' Global Goals and the Impact 2030 initiatives.



60 Second Blog: Citrix

We sat down with the Global Director of Corporate Citizenship at Citrix to discuss their Cause Card incentive program for socially conscious employees.



Infographic: The YourCause Difference

Understand what sets YourCause apart from other employee engagement platforms.

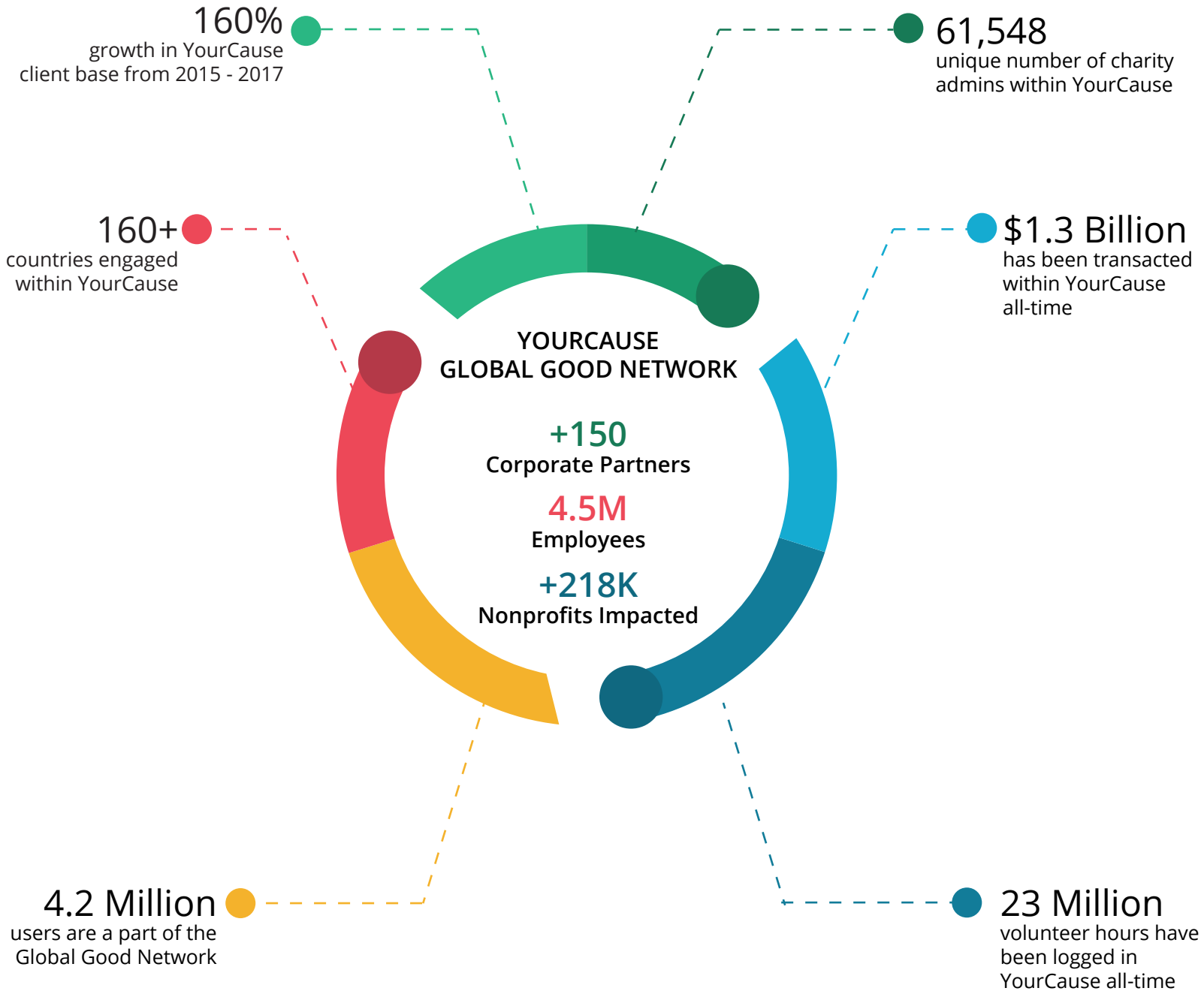
Access these resources and more at www.YourCause.com

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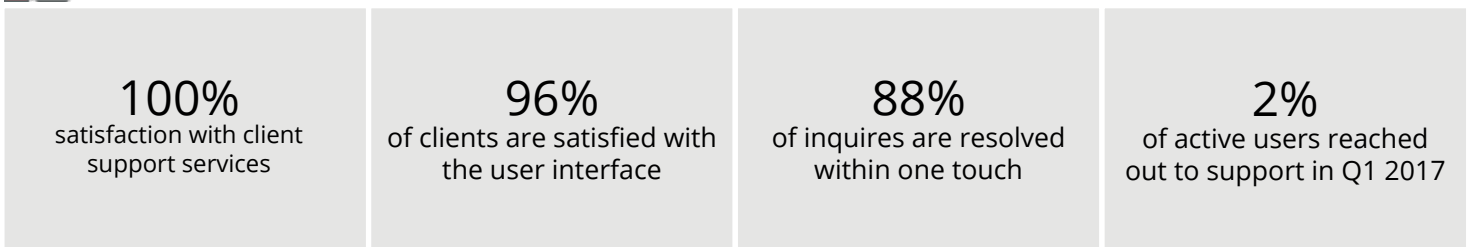
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YOURCAUSE SNAPSHOT



SETTING THE STANDARD IN CUSTOMER SERVICE



WHAT TO KNOW

Our 2017 Industry Review is chock-full of insights. To ensure you gain the most benefit from it, we would like to prepare you with some key terminology and a brief explanation of our methodology.

The data in the Industry Review is comprised of forty-nine (49) companies using YourCause's platform, with employee activity from January 1, 2016 to December 31, 2016. The Standard Industrial Classifications (SICs) are listed in the back of this report on page 36.

The terms below represent a small subset of a complete glossary of terms found on page 37. If you get stuck on a term, please refer to the back of this report for a complete explanation.

KEY POINTS

Active Clients: 49

Total Employees:
2,229,127

Standards: Standard Industrial Classifications

Program Access: January 2016 through December 2016

Cause Cards

A program within CSRconnect, much like a typical gift or reward card, allowing companies to issue to qualified users the ability to make a donation on behalf of the company to a charity of their choosing.

Company Match

A type of corporate giving program in which a company matches donations made by an employee to eligible nonprofit organizations.

Dollars-for-Doers

A term used to describe an incentive program offered to volunteers ("Doers") that reward them with a donation ("Dollars") to the recipient volunteering organization for the employee's volunteering activities.

Employee Engagement

Broken out into two (2) distinct categories: a) donor engagement, defined by those who made a donation through the company's program; and b) volunteer engagement, defined by those who have participated in a volunteer event.

Participant

Users who have volunteered at least at one (1) event through a team or individual event and/or have made a single donation. To calculate participation rates, the formula divides participating individuals by the total eligible individuals, per company.

Payroll Giving

A scheduled deduction directly from an individual's paycheck for distribution to a specified nonprofit organization.

Redemption (monthly/seasonal)

An act of redeeming an incentive, usually earned through participation within a specific employee program, in the form of a donation to a qualified nonprofit organization.

Transaction

A 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 individual's behalf, to the organization for which they volunteered.

FOUNDER'S MESSAGE

Dear current and future clients, supporters and friends:

The collection of data, today, isn't what it used to be. When I first started YourCause, people asked us some pretty basic and straightforward questions: "How does my match cap compare to that of others?" The answers were always straightforward, easy to obtain, and did not fluctuate dramatically as we grew. Today, that has all changed. Today, we live in a world whereby "big data" and "analytics" and "ad hoc" isn't just a buzz term or product feature/enhancement, but rather a general expectation. It's the new norm for how we run our programs and how we live our lives. In many ways, we've almost forgotten how to successfully operate without it. The fifth edition of our Industry Review supports the latest view of how we all can use data and analytics to drive the success of our programs – and it's pretty cool to see.

We initially launched our Industry Review to answer our clients' questions before they were asked. We wanted to deliver to our industry a consistent and standardized data set from which we could form logical conclusions year-over-year. Yet at the same time, we saw the production of this report as a chance for us to show our clients, prospects, and friends a small glimpse into YourCause. We wanted to combine both these elements into one – as we have always seen both to be equally as important as one another. This Industry Review accomplishes both of our objectives. While you're reading through the data insights, check out the photos and look at some of the things important to us. We believe it says a lot about who we are.

By using our own tools and the very data collected from our system, we have been able to expand our analysis to now include true, valuable, and practicable conclusions that can be used by our clients to make better and more informed decisions for their respective programs. We're hoping this serves as a guide to support your programs throughout the year, and sparks in you some new ideas as to how you can expand your engagement and drive further impact in our world. If, at any time, you feel there are additional ways in which we can expand this offering and make it more effective, then we want to encourage you to reach out and share with us your thoughts. As is with everything we do, we're always gathering the feedback from our clients and seeking to make everything we do better.



Matthew W. Combs
Founder & CEO

KEY FINDINGS

1. **68%** of global employees give **ONLY** within their work region.
2. **95%** of companies offer credit card giving as a donation method.
3. **Q4** (October - December) contains the highest activity for employee giving in a fiscal year.
4. **59%** of Cause Cards issued to employees located in the United States and employed at a company for more than six months are redeemed.
5. **65%** of employees who made their first donation through a 2016 disaster relief campaign returned to make subsequent donations.



WHO IS PATRICK?



Unknown to him until 2016, Patrick is the boy who inspired the creation of YourCause. His horrific struggles as a child resulted in billions of donations and millions of volunteer hours given to those in need around the world. Hear Patrick's full story and how he inspired our founder to do more at YourCause.com. On this day in 2017, we sent Patrick a birthday message from our office to his home - more than 8,500 miles away!

Happy Birthday, Patrick!

GLOBAL EMPLOYEE ENGAGEMENT



ENGAGEMENT INSIGHTS

There are several ways to categorize and evaluate employee engagement within a corporate social responsibility program. We've classified employee engagement into three (3) groups: (1) employee type, (2) pay frequency, and (3) salary range. By evaluating the data in these three (3) categories, professionals managing corporate social responsibility programs can forecast a program's performance relative to their company's human resource profile.

Below are key considerations for program forecasting:

Retirees contribute more funds and volunteer hours. The overall engagement rate of the retiree population is significantly lower when compared to full-time employees. But once a retiree is engaged, the average annual donation quadruples that of a full-time employee. Data also shows an even bigger divide in retiree volunteer hours: twelve (12) times MORE than a full-time employee annually.

Recommendation: Create a targeted engagement or educational program for full-time employees approaching retirement.

Engagement is connected to higher paid employees. Naturally those with more expendable income are more likely to give and may even have more time to volunteer. In evaluating the salary levels relative to engagement, the data indicates that employees who make more than \$100,000 annually are more likely to volunteer and give.

Recommendation: Consider hosting events during work hours and review matching gift guidelines to be more inclusive of employees with less disposable income.

Pay frequency influences participation. No, corporate social responsibility professionals should not march over to their Human Resources department and demand to change the company's policy on how or when employees are paid.

Recommendation: Use the information in your company's pay frequency table to help determine forecasting for future campaigns or volunteer events.

ENGAGEMENT BY EMPLOYEE TYPE

The data reviews 2016 global employee engagement for giving and volunteering for full-time and retired employees.

Data includes all industries
[domestic and international]
n = eligible employee sample size

	Full-Time Employees	Retired Employees
Employee Engagement	22%	6%
Employee Engagement by Program Type	15% / 14% (giving / volunteering)	6% / 2% (giving / volunteering)
Average Annual Employee Donation per Donor	\$664 n = 1,682,916	\$3,251 n = 98,804
Average Annual Company Match per Participant	\$590	\$2,406
Average Transactions per Donor	11	9
Average Hours per Volunteer	15 n = 1,721,793	181 n = 95,590

ENGAGEMENT BY PAY FREQUENCY

The data reviews a subset of 2016 global employee engagement data by employee payment frequency.

	Employee Engagement	Employee Engagement (Giving)	Average Annual Gift per Participant	Employee Engagement (Volunteering)	Average Hours per Volunteer
Weekly n = 171,808	5%	5%	\$257	.38%	46
Bi-Weekly n = 1,028,783	20%	11%	\$506	10%	14
2X per Month n = 891,795	30%	14%	\$695	18%	16
13 Pay Periods n = 880	3%	1%	\$177	2%	18
Monthly n = 149,996	15%	9%	\$2,412	7%	27





ENGAGEMENT BY SALARY LEVEL








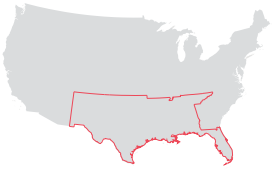











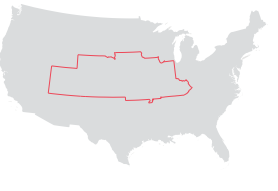
The data reviews a subset of 2016 global employee engagement data by employee salary range.

	Employee Engagement	Employee Engagement (Giving)	Average Annual Gift per Participant	Employee Engagement (Volunteering)	Average Hours per Volunteer
Less than \$20,000 n = 63,314	4%	1%	\$502	2%	10
\$20,000 - \$34,999 n = 25,379	34%	34%	\$48	.10%	5
\$35,000 - \$49,999 n = 54,806	47%	46%	\$71	.36%	4
\$50,000 - \$74,999 n = 57,986	51%	50%	\$159	2%	10
\$75,000 - \$99,999 n = 68,879	51%	50%	\$252	3%	15
\$100,000 - \$149,999 n = 51,803	65%	63%	\$480	6%	17
\$150,000 - \$199,999 n = 10,389	72%	70%	\$1,052	10%	15
More than \$200,000 n = 7,663	33%	33%	\$2,583	5%	9

DOMESTIC GIVING BY REGION

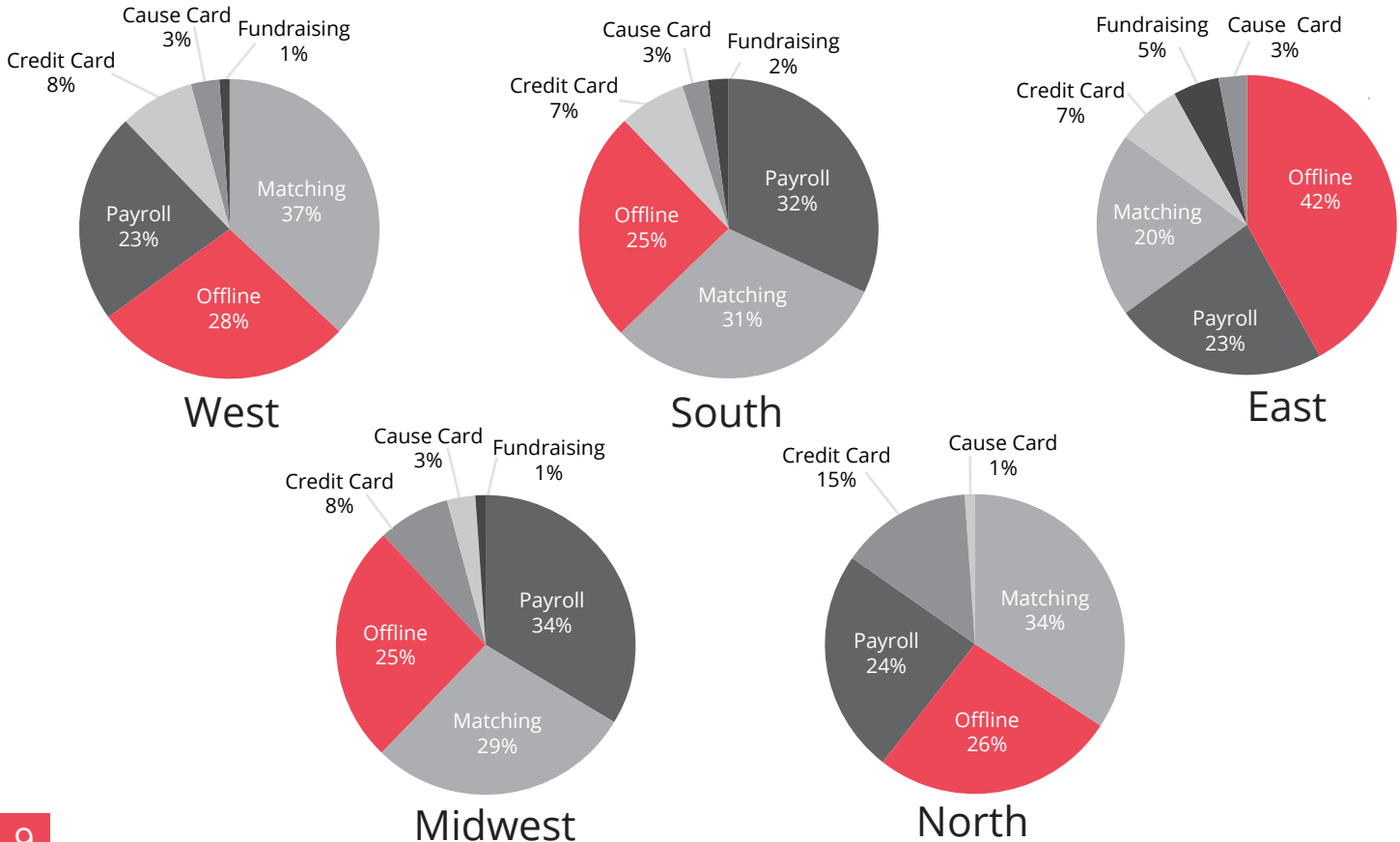
This data breaks down giving and volunteering based on an employee's work region. We analyzed the average engagement rate for giving and volunteering, average donations, and average volunteer hours within a work region.

-  Engagement
-  Average gift per participant
-  Average hours per volunteer
-  Eligible employee sample size

West N = 417,834	South N = 367,189	East N = 480,352	North N = 122,947	Midwest N = 187,311
 18% / 13% (giving / volunteering)  1,305  23 HRS 	 20% / 15% (giving / volunteering)  1,047  17 HRS 	 17% / 12% (giving / volunteering)  1,011  15 HRS 	 18% / 18% (giving / volunteering)  1,411  19 HRS 	 24% / 15% (giving / volunteering)  695  19 HRS 
<p>Western region: Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah, and Washington.</p>	<p>Southern region: Alabama, Arkansas, Florida, Louisiana, Mississippi, New Mexico, Oklahoma, Tennessee, and Texas.</p>	<p>Eastern region: Connecticut, Delaware, Georgia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, South Carolina, Vermont, Virginia, Washington, D.C., and West Virginia.</p>	<p>Northern region: Michigan, Minnesota, Montana, North Dakota, South Dakota, Wisconsin, and Wyoming.</p>	<p>Midwest region: Colorado, Illinois, Indiana, Iowa, Kansas, Kentucky, Missouri, and Nebraska.</p>

DONATION DISTRIBUTION BY REGION

Employees can make a donation using the following methods: credit card, payroll, matching, offline tracking, Cause Card, or fundraising pages. Each donation method is broken out by dollars distributed per donation method and by region. Note: matching percentages consist of offline, payroll, credit card, and volunteer matching. Distribution methods have been rounded to include those equal to or greater than 1%.

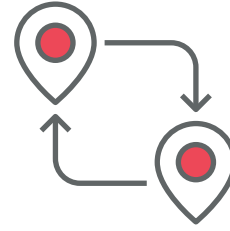


LOCATION PREFERENCES

Employee engagement programs give individuals the ability to donate to local, national and international nonprofit organizations. Regardless of employee or nonprofit location, 22% of charities receiving donations fall into the education category of the National Taxonomy of Exempt Entities (NTEE). This makes education the top NTEE category of all charity types.

68%

of employees give only within their work region.



14%

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

18%

of employees give only outside their work region.

AVERAGE ANNUAL EMPLOYEE DONATION PER DONOR



Employees who give inside their work region and outside their work region.

\$117

Employees who give only inside their work region.

\$63

Employees who give only outside their work region.

\$77



YourCause Annual Sack Lunch Packing Day
The YourCause team and their families give back by packing sack lunches for the Austin Street Center, an emergency shelter for the homeless.

ENTERPRISE ENGAGEMENT TRENDS



ENTERPRISE INSIGHTS

Enterprise size play a role in the resources available to invest in an employee engagement or corporate social responsibility program. With this in mind, the data in this section evaluates employee engagement averages by human capital numbers. It is our expectation that by segmenting the data by enterprise size, readers will gain additional perspectives in employee engagement and corporate social responsibility benchmarks.

Payroll giving drives engagement. Maybe it's the "set-it and forget-it" mentality or the easy setup process in our employee engagement platform. Either way, payroll giving increases participation by 10% and employees are five times more likely to give through payroll than any other method across all enterprise sizes!

Giving and volunteering are equal. Perhaps it's the resources available to promote and support a massive enterprise employee engagement program or the cultural difference between large and small companies. We can make an educated guess, but one thing's for sure: employees in the largest enterprise group of 100,000+ are just as likely to give as they are to volunteer. These employees are equal opportunity participants.

Mid-size enterprises offer solely year-round giving. Over the years we have seen more and more companies convert to offer ONLY year-round giving as opposed to a targeted giving campaign. The highest adopters of this concept are enterprises with 5,000 – 10,000 employees with 72% offering year-round giving only. 64% of enterprises with 10,000 – 50,000 employees offer only year-round giving. The trend continues!

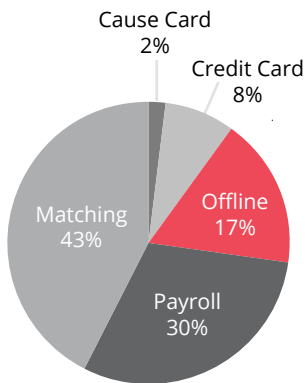
ENGAGEMENT BY ENTERPRISE SIZE

We analyzed giving and volunteering data from forty-nine (49) companies. Company size was determined by Human Resource (HR) reports on the number of employee records.

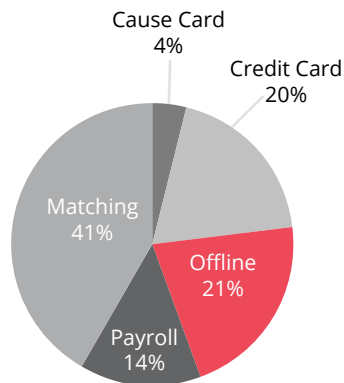
Data grouped by workforce size n = number of companies	0 - 5,000 n = 8	5,001 - 10,000 n = 11	10,001 - 50,000 n = 21	50,001 - 100,000 n = 2	100,000 + n = 7
Employee Engagement	32%	24%	21%	29%	19%
Employee Engagement by Program Type	25% / 22% <small>(giving / volunteering)</small>	16% / 15% <small>(giving / volunteering)</small>	12% / 14% <small>(giving / volunteering)</small>	26% / 9% <small>(giving / volunteering)</small>	12% / 13% <small>(giving / volunteering)</small>
Average Annual Employee Donation per Donor	\$782	\$722	\$728	\$1,707	\$544
Average Annual Company Match per Participant	\$607	\$570	\$628	\$1,089	\$546
Average Transactions per Donor	11	10	10	12	12
Companies Offering Matching Programs	100%	91%	100%	100%	83%

DONATION DISTRIBUTION BY ENTERPRISE SIZE

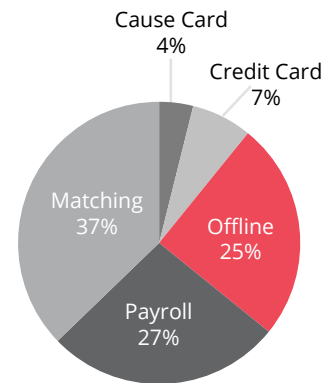
Employees can make a donation using the following methods: credit card, payroll, matching, offline tracking, Cause Card, or fundraising page. Each donation method is broken out by dollars distributed per donation method, and by enterprise size. Note: matching percentages consist of offline, payroll, credit card, and volunteer matching. Distribution methods have been rounded to include those equal to or greater than 1%.



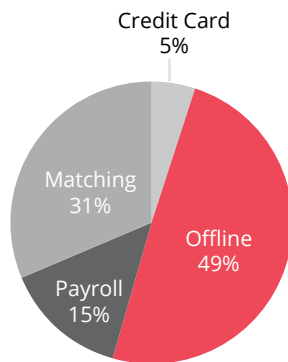
0 - 5,000
enterprise size



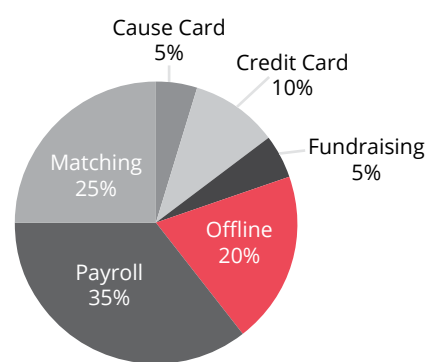
5,001 - 10,000
enterprise size



10,001 - 50,000
enterprise size



50,001 - 100,000
enterprise size



100,000 +
enterprise size



YourCause Team at CSRworks 2017
YourCause team members Ben Huddleston, Eric Ratner, Karen Love, Joseph Delgado, and Ryan Graber get ready to host the employee engagement community at our annual conference.

DONATION METHOD TRENDS

Employees can make a donation using the following methods: credit card, payroll, matching, offline tracking, Cause Card, or fundraising page. The table below evaluates employee performance based on giving type.

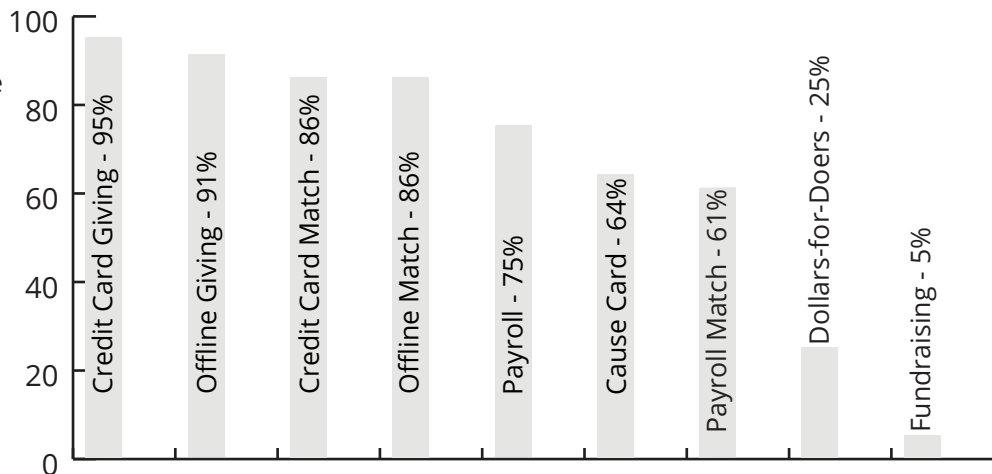
Data includes all industries
[domestic and international]
n = eligible employee sample size

	Employee Engagement	Average Number of Transactions per Donor	Average Donation per Transaction
Cause Card Giving n = 1,108,297	4%	1	\$170
Credit Card Giving n = 1,839,327	2%	2	\$573
Credit Card Match n = 1,519,979	2%	2	\$691
Fundraising n = 308,110	0.5%	2	\$3,540
Offline Giving n = 1,470,792	3%	3	\$1,584
Offline Match n = 1,431,158	2%	3	\$1,140
Payroll Giving n = 1,726,766	10%	12	\$421
Payroll Match n = 1,139,331	4%	11	\$524
Dollars-for-Doers n = 344,770	1%	2	\$731

WHAT GIVING METHODS ARE OFFERED

“One size fits all” does not apply to giving. With this in mind, many companies offer employees multiple donation methods. The chart to the right illustrates the methods offered by companies with giving programs in this report.

However, don't let the numbers deceive you. Credit card and offline giving are the most common giving methods offered to all employees, but they don't have the highest usage.

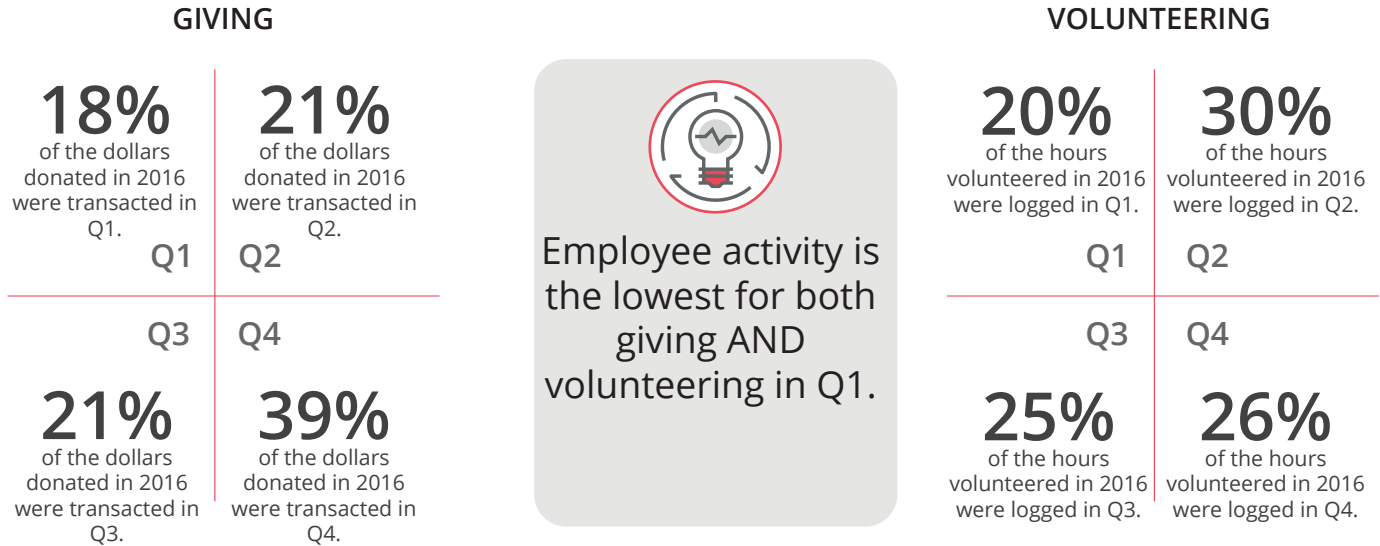


CALENDAR YEAR ENGAGEMENT

The seasonal trends section analyzes giving and volunteering performance data broken out by quarters and seasons, as defined below.

ENGAGEMENT BY QUARTER

The quarter section is broken out by Q1 (January to March), Q2 (April to June), Q3 (July to September), and Q4 (October to December.)



ENGAGEMENT BY SEASON

The seasonal section is broken out by Winter (December to February), Spring (March to May), Summer (June to August), and Fall (September to November).



PROGRAM TRENDS



PROGRAM INSIGHTS

Many nuances affect any given employee engagement or corporate social responsibility program. In this section, we've identified employee engagement and averages based on the programs offered to employees. For context, it's important to note that 78% of all the companies included in this report offer both giving and volunteering, 12% of the companies offer giving only, and the remaining 10% offer volunteering only. With that in mind, we've identified the following program trends:

Giving AND volunteering make a winning combination. If you want to do more good, offer both giving and volunteering. Including all program types and satisfying the needs of all employees drives a higher impact in giving and volunteering.

International new hires redeem less. Newly hired international employees redeem their dollars-for-doers incentives 10% less than any other employee type. This trend may be a result of not enough information about this employee engagement perk. Take a peek at your communication plan on incentives to help improve redemption rates.

Everyone loves an incentive. Who doesn't like to be incentivized to give by having their donation doubled? 95% of the companies included in this report offer some type of matching program to their employees. Each program has a different set of match qualification rules, but one thing is for sure: matching gifts are a sound part of every program.

PROGRAMS OFFERED

The information below reflects the programs offered by the forty-nine (49) companies included within this report.



90%

of the companies within this report offer giving as part of their program.



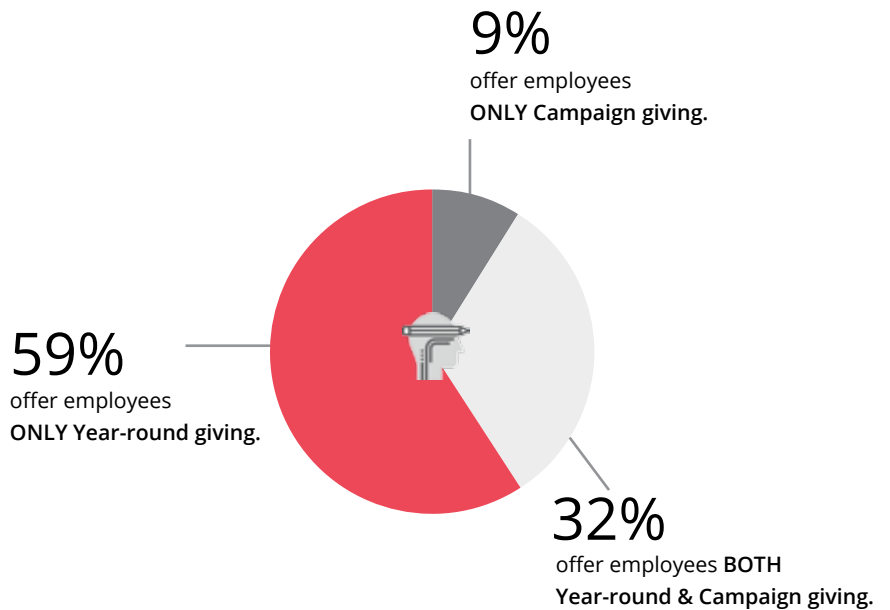
95%

of those that offer giving offer a 100% matching program!



88%

of the companies within this report offer volunteering as part of their program.



PROGRAM TRENDS

The below table breaks down program usage for companies offering only 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 = 6 s = 338,490	Volunteering Programs Only n = 5 s = 376,425	Combined Giving & Volunteer Programs n = 38 s = 1,515,460
Employee Engagement	41%	31%	13%
Average Annual Employee Donation per Donor	\$555	⊘	\$1,021
Average Annual Company Match per Participant	\$305	⊘	\$821
Average Transactions per Donor	11	⊘	13
Average Hours per Volunteer	⊘	16	17

INCENTIVE PROGRAMS

Three (3) of the most common incentive programs offered by companies are: (1) Dollars-for-Doers programs, (2) general reward programs (new employees, first 100 donors, etc.), and (3) Political Action Committee (PAC) Match programs.

45% of Cause Cards issued through a **PAC Match program** in 2016 were redeemed in 2016.

53% of Cause Cards issued through a **General Reward program** in 2016 were redeemed in 2016.

66% of Cause Cards issued through a **Dollars-for-Doers program** in 2016 were redeemed in 2016.

INCENTIVE ENGAGEMENT

n = Cause Cards issued

Newly Hired Employees
(employees at the company for less than 6 months)
n = 12,759

Tenured Employees
(employees at a company for more than 6 months)
n = 106,929

	Newly Hired Employees (employees at the company for less than 6 months) n = 12,759	Tenured Employees (employees at a company for more than 6 months) n = 106,929
Employee Redemption Rate	47%	58%
Domestic Employee Redemption Rate	51%	59%
International Employee Redemption Rate	36%	49%
Average Days to Redeem	10	11

TRENDS BY INDUSTRY

The data from all participating companies within this report have been categorized according to the Standard Industrial Classification (also referred to as the SIC parameters).



56% of industries are more likely to give than volunteer.

Employees in the Consumer Discretionary, Consumer Staples, Energy, Industrials, and Utilities industries are more likely to give to a nonprofit organization than volunteer. These industries usually employ desk-based employees who may not have the flexibility to volunteer but have access to a platform to give.

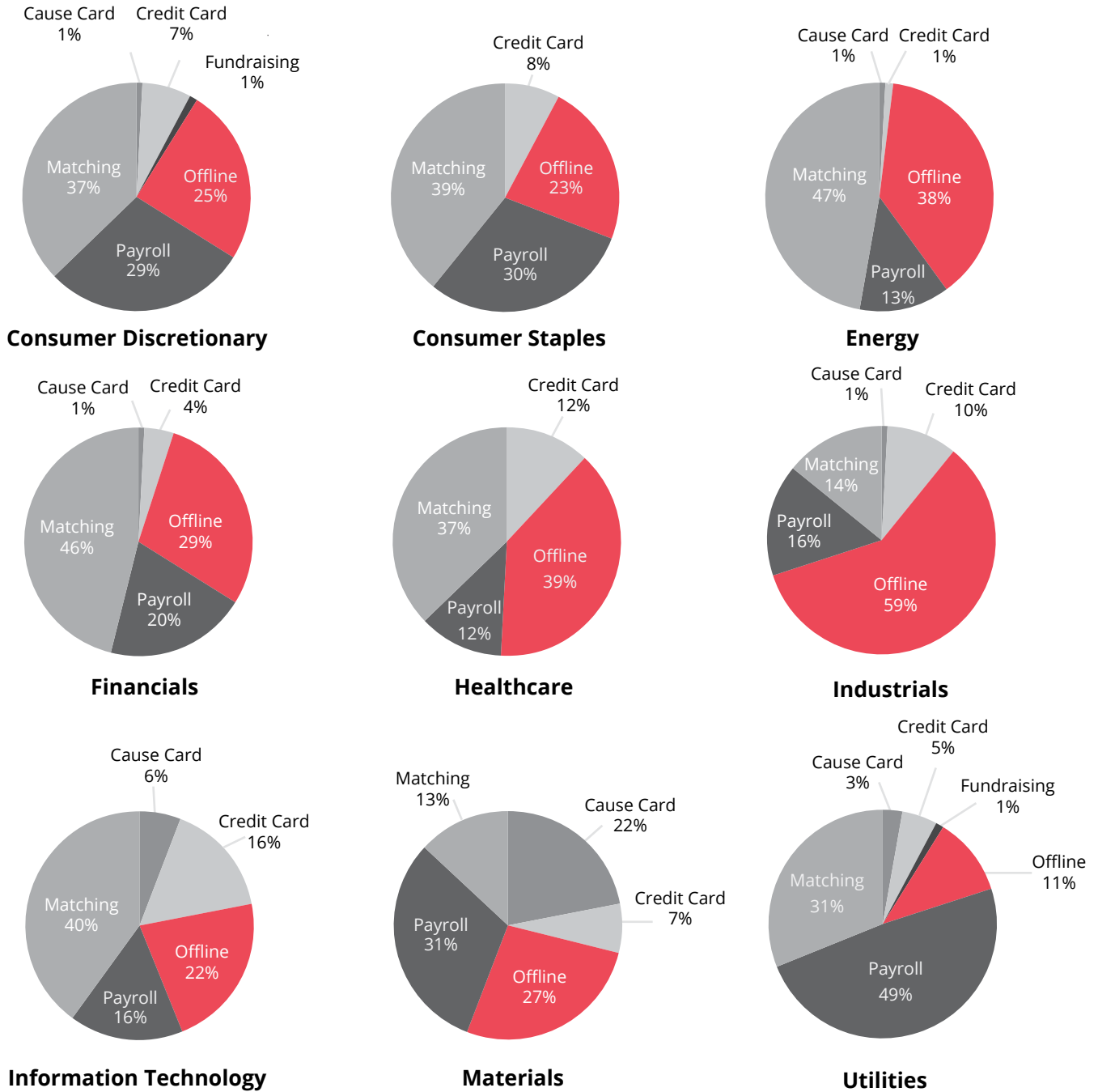
ENGAGEMENT BY INDUSTRY

Data includes domestic and international employees
n = number of companies

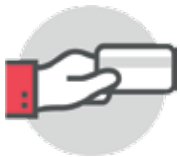
	Employee Sample Size	Employee Engagement	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Hours per Volunteer
Consumer Discretionary n = 7	219,056	6% / 4% <small>(giving / volunteering)</small>	\$355	\$321	9
Consumer Staples n = 4	371,419	5% / 1% <small>(giving / volunteering)</small>	\$680	\$679	15
Energy n = 3	150,027	10% / 9% <small>(giving / volunteering)</small>	\$1,966	\$1,752	32
Financials n = 15	462,565	27% / 29% <small>(giving / volunteering)</small>	\$917	\$1,445	17
Healthcare n = 6	486,357	5% / 6% <small>(giving / volunteering)</small>	\$1,190	\$913	13
Industrials n = 3	100,048	42% / 25% <small>(giving / volunteering)</small>	\$1,441	\$410	6
Information Technology n = 22	377,158	10% / 19% <small>(giving / volunteering)</small>	\$921	\$753	15
Materials n = 2	8,120	20% / 39% <small>(giving / volunteering)</small>	\$740	\$329	32
Utilities n = 5	98,211	21% / 10% <small>(giving / volunteering)</small>	\$706	\$538	37

DONATION DISTRIBUTION BY INDUSTRY

The following charts display 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. Each donation method is broken out by dollars distributed per donation method per industry. Note: matching percentages consist of offline, payroll, credit card, and volunteer matching. Distribution methods were rounded to include those equal to or greater than 1%.



CREDIT CARD INSIGHTS



64% of companies cover credit card fees.

Since credit card giving is the most common donation method offered, companies are often faced with employee questions on credit card processing fees. Employees want to know if the company will compensate them for credit card fees or if they are individually responsible for those fees. As a result, companies covering credit card fees see donation sizes twice as big as companies that don't compensate employees for credit card fees.

GEOGRAPHIC TRENDS

The geographic trends section analyzes giving and volunteering program performance broken out by work location for all employees.



GEOGRAPHIC INSIGHTS

An employee's location may play a role in how engaged they are within the company's employee engagement program. Factors such as a country's philanthropic culture, technological capabilities, and overall employee engagement strategy can influence participation rates. Understanding these differences and the overall employee engagement averages can help companies adapt their programs to better suit all employees, regardless of location.

International employees want to volunteer. When given the option to give or volunteer, international employees are eleven (11) times more likely to participate in a volunteer event than to give.

Domestic employees are more likely to give. Most employee engagement programs are implemented first in the United States and later rolled out to international locations. This rollout strategy, and perhaps different cultural norms, may influence engagement differences between domestic and international employees. Domestic employees are almost seventeen (17) times more likely to give than their international counterparts.

GEOGRAPHIC ENGAGEMENT

Data includes all industries
[domestic and international]
n = eligible employee sample size

	Domestic	International
Employee Engagement	24%	11%
Employee Engagement Giving Only	19% <small>(giving)</small>	2% <small>(giving)</small>
Employee Engagement Volunteering Only	14% <small>(volunteering)</small>	11% <small>(volunteering)</small>
Average Annual Employee Donation per Donor	\$768 <small>n = 1,288,793</small>	\$458 <small>n = 565,157</small>
Average Annual Company Match per Participant	\$690	\$368
Average Transactions per Donor	12	7
Average Hours per Volunteer	22 <small>n = 1,301,854</small>	19 <small>n = 578,127</small>

PERFORMANCE BY EMPLOYEE WORK COUNTRY

● = equal to or above international average

	Employee Engagement (giving)	Employee Engagement (volunteering)	Average Transactions per Donor	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Hours per Volunteer
Angola	2.10%	0.53%	46 ●	\$3,569 ●	\$3,322 ●	12
Argentina	10.00% ●	17.05% ●	3	\$10,000 ●	\$5,066 ●	6
Australia	3.56% ●	18.79% ●	8 ●	\$713 ●	\$421 ●	13
Austria	4.23% ●	5.90%	2	\$1,731 ●	\$651 ●	7
Bahamas		67.74% ●				2
Bangladesh	17.39% ●	82.41% ●	52 ●	\$3,972 ●	\$3,722 ●	5
Belarus		64.29% ●				14
Belgium	5.96% ●	10.36%	2	\$128	\$332	15
Bermuda	100.00% ●		2	\$50	\$50	
Brazil	2.45% ●	37.38% ●	3	\$460	\$318	9
Bulgaria		37.50% ●				17
Cameroon		62.50% ●				32 ●
Canada	11.22% ●	6.86%	11 ●	\$345	\$295	12
Chile	3.60% ●	8.35%	2	\$75	\$105	14
China	1.16%	22.80% ●	4	\$734 ●	\$244	10
Colombia	2.97% ●	10.36%	14 ●	\$2,527 ●	\$1,581 ●	14
Congo	11.11% ●		100 ●	\$3,474 ●	\$3,474 ●	
Costa Rica	0.38%	17.31% ●	4	\$363	\$236	8
Croatia		43.04% ●				11
Cyprus		82.88% ●				10
Czech Republic	2.05%	19.78% ●	2	\$75	\$167	7
Denmark	7.57% ●	23.98% ●	2	\$97	\$194	17
Dominican Rep.	0.03%	3.02%	2	\$100	\$100	8
Ecuador	50.00% ●	28.57% ●	2	\$100	\$100	8
Egypt	0.11%	2.32%	1		\$150	7
El Salvador		77.55% ●				6
Estonia		48.72% ●				10
Finland	1.39%	5.72%	2		\$175	10
France	2.44% ●	10.66% ●	3	\$570 ●	\$442 ●	16
Germany	3.29% ●	13.44% ●	2	\$176	\$204	16
Greece		25.63% ●				4
Guatemala	0.02%	68.13% ●	2	\$200	\$200	10
Honduras		74.29% ●				5
Hong Kong	1.49%	10.63% ●	2	\$275	\$780 ●	12
Hungary	8.80% ●	37.84% ●	1	\$108	\$158	11
Iceland		1.79%				6
India	6.74% ●	20.13% ●	2	\$145	\$221	9
Indonesia	5.75% ●	29.33% ●	46 ●	\$3,826 ●	\$3,467 ●	6
Iraq	11.11% ●	11.11% ●	2	\$3,000 ●	\$3,000 ●	4
Ireland	3.10% ●	15.81% ●	2	\$679 ●	\$388	17
Israel	7.48% ●	5.48%	1	\$470 ●	\$252	8
Italy	3.93% ●	6.55%	2	\$191	\$222	13
Jamaica		100.00% ●				7
Japan	2.58% ●	18.66% ●	2	\$74	\$201	5
Jordan		59.26% ●				22 ●
Kazakhstan	23.41% ●	9.18%	45 ●	\$3,155 ●	\$3,228 ●	30 ●
Kenya	3.45% ●	2.08%	4	\$213	\$213	5
Int'l Average	2.19%	10.56%	7	\$458	\$368	19

PERFORMANCE BY EMPLOYEE WORK COUNTRY

● = equal to or above international average

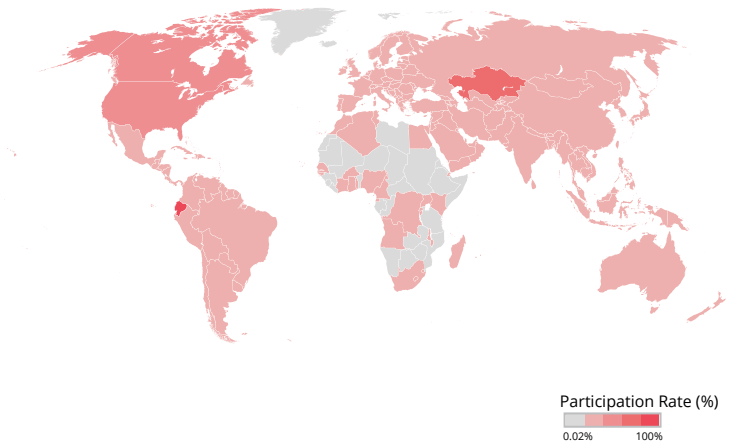
	Employee Engagement (giving)	Employee Engagement (volunteering)	Average Transactions per Donor	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Hours per Volunteer
Kuwait	9.09% ●	50.00% ●	6 ●	\$838 ●	\$838 ●	18
Latvia	10.00% ●	40.00% ●	2	\$2,360 ●	\$2,360 ●	7
Lebanon		36.61% ●				8
Lithuania		34.66% ●				18
Luxembourg	4.76% ●	10.09%	2	\$241	\$241	7
Malaysia	11.78% ●	55.99% ●	2	\$45	\$177	11
Mexico	0.36%	3.73%	2	\$157	\$365	61 ●
Moldova	6.67% ●		1		\$100	
Morocco	1.40%	59.97% ●	1		\$221	6
Nepal		78.72% ●				7
Netherlands	2.27% ●	10.36%	3	\$341	\$354	13
New Zealand	7.46% ●	19.22% ●	2	\$2,513 ●	\$657 ●	5
Nicaragua		50.00% ●				5
Nigeria	12.30% ●	4.56%	54 ●	\$3,347 ●	\$3,476 ●	7
Norway	1.94%	12.66% ●	2		\$300	21 ●
Pakistan		22.44% ●				15
Panama	5.85% ●	59.59% ●	1	\$61	\$153	10
Peru	3.13% ●	35.21% ●	2	\$30	\$90	8
Philippines	3.57% ●	28.73% ●	35 ●	\$2,603 ●	\$1,112 ●	9
Poland	1.09%	29.37% ●	3	\$79	\$508 ●	7
Portugal	13.43% ●	44.53% ●	2	\$30	\$270	7
Puerto Rico	24.40% ●	4.09%	10 ●	\$104	\$123	13
Romania	5.17% ●	24.62% ●	3	\$81	\$555 ●	8
Russia	0.03%	19.52% ●	27 ●	\$8,178 ●	\$3,999 ●	23 ●
Saudi Arabia	0.53%	8.18%	2	\$30	\$30	4
Serbia		51.22% ●				7
Singapore	4.82% ●	24.38% ●	6	\$490 ●	\$495 ●	9
Slovakia	5.48% ●	60.79% ●	1	\$192	\$211	11
Slovenia		51.85% ●				6
South Africa	0.98%	26.36% ●	3	\$814 ●	\$383	9
South Korea	2.01%	24.62% ●	17 ●	\$6,528 ●	\$620 ●	6
Spain	1.09%	12.55% ●	2	\$329	\$194	10
Sri Lanka		43.68% ●				9
Sweden	2.88% ●	6.00%	4	\$621 ●	\$682 ●	43 ●
Switzerland	4.65% ●	12.27% ●	3	\$667 ●	\$640 ●	8
Taiwan	15.93% ●	53.62% ●	2	\$125	\$323	14
Thailand	3.19% ●	6.58%	14 ●	\$1,097 ●	\$1,048 ●	7
Trinidad & Tobago		100.00% ●				8
Tunisia		33.33% ●				12
Turkey	1.24%	12.83% ●	3	\$2,663 ●	\$1,405 ●	7
Ukraine		38.42% ●				10
U.A. Emirates	1.36%	14.09% ●	4	\$1,778 ●	\$1,214 ●	11
United Kingdom	4.88% ●	10.17%	5	\$415 ●	\$386	19 ●
Uruguay	0.10%	4.05%	8 ●	\$2,600 ●	\$0	22 ●
Venezuela	1.97%	14.55% ●	60 ●	\$3,096 ●	\$3,096 ●	17
Vietnam	28.57% ●	8.04%	2	\$100	\$100	11
Int'l Average	2.19%	10.56%	7	\$458	\$368	19

INTERNATIONAL FINDINGS

GIVING

The map to the right highlights participation in giving, with dark red representing the most engaged countries and pink representing the least engaged countries. Below are the key findings on international giving:

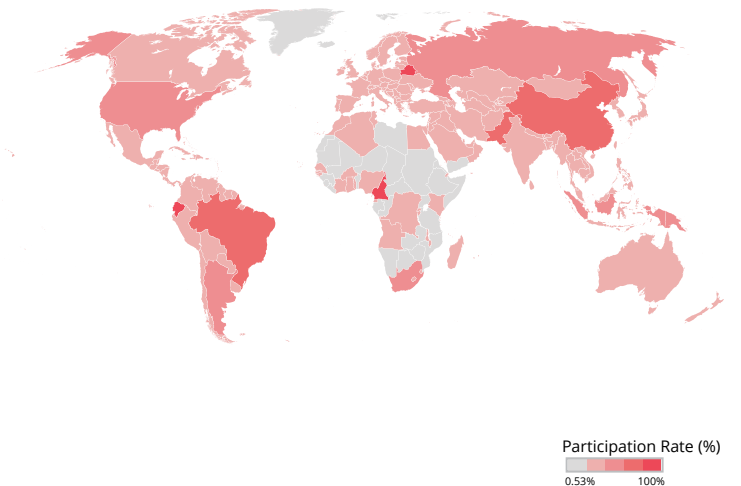
- 51% of countries have an employee engagement rate in giving higher or equal to the international average.
- 34% of countries have an average annual employee donation higher or equal to the international donation average.
- 34% of countries have an average annual company matching donation average higher or equal to the international average.
- 18% of countries have an average number of transactions per donor higher or equal to the international average.



VOLUNTEERING

The map to the right highlights participation in volunteering, with dark red representing the most engaged countries and pink representing the least engaged countries. Below are the key findings on international volunteering:

- 70% of countries have an employee engagement rate in volunteering higher or equal to the international average.
- 11% of countries have the average hours volunteered per volunteer higher or equal to the international average.



PERFORMANCE BY EMPLOYEE WORK STATE

● = equal to or above domestic average

	Employee Engagement (giving)	Employee Engagement (volunteering)	Average Transactions per Donor	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Hours per Volunteer
AK	18.43% ●	20.97% ●	12 ●	\$541	\$678	42 ●
AL	22.80% ●	9.59%	12 ●	\$418	\$330	16
AR	17.87% ●	4.15%	11	\$403	\$882 ●	21
AZ	7.88%	19.16% ●	10	\$772	\$935 ●	21
CA	17.73% ●	11.34%	13 ●	\$858 ●	\$847 ●	27 ●
CO	14.53% ●	14.15% ●	9	\$889 ●	\$828 ●	18
CT	14.51% ●	7.35%	8	\$552	\$369	25 ●
DE	15.16% ●	17.39% ●	9	\$292	\$680	37 ●
FL	13.58%	13.36% ●	10	\$446	\$532	18
GA	28.80% ●	10.88%	12 ●	\$740	\$318	14
HI	5.76%	4.64%	11	\$563	\$1,461 ●	11
IA	15.41% ●	36.71% ●	10	\$583	\$472	23 ●
ID	8.05%	25.34% ●	9	\$596	\$933 ●	25 ●
IL	31.44% ●	11.98% ●	10	\$549	\$477	16
IN	15.12% ●	7.17%	12 ●	\$316	\$306	20
KS	11.30%	3.83%	13 ●	\$369	\$486	30 ●
KY	13.70%	5.56%	10	\$235	\$310	27 ●
LA	13.86%	4.80%	14 ●	\$478	\$953 ●	26 ●
MA	11.65%	15.75% ●	8	\$794 ●	\$550	11
MD	7.58%	9.09%	9	\$595	\$550	31 ●
ME	9.29%	22.74% ●	11	\$616	\$777 ●	32 ●
MI	18.62% ●	4.54%	11	\$576	\$458	18
MN	18.64% ●	21.04% ●	8	\$1,206 ●	\$1,232 ●	20
MO	31.41% ●	18.68% ●	11	\$375	\$351	22 ●
MS	20.66% ●	5.14%	26 ●	\$529	\$820 ●	44 ●
MT	11.03%	29.79% ●	11	\$752 ●	\$752 ●	24 ●
NC	19.47% ●	20.97% ●	12 ●	\$553	\$302	19
ND	6.80%	11.71% ●	11	\$803 ●	\$1,155 ●	30 ●
NE	5.74%	16.01% ●	8	\$524	\$575	33 ●
NH	11.19%	29.67% ●	11	\$981 ●	\$1,027 ●	10
NJ	21.94% ●	7.25%	11	\$623	\$316	16
NM	13.40%	18.12% ●	9	\$725 ●	\$976 ●	23 ●
NV	11.78%	13.31% ●	12 ●	\$503	\$784 ●	30 ●
NY	18.69% ●	8.67%	6	\$2,118 ●	\$493	16
OH	14.45%	5.91%	9	\$514	\$508	18
OK	20.78% ●	15.30% ●	12 ●	\$313	\$430	17
OR	28.03% ●	20.96% ●	13 ●	\$692	\$642	27 ●
PA	11.01%	10.46%	8	\$940 ●	\$744 ●	17
RI	6.60%	11.97% ●	14	\$598	\$903 ●	20
SC	9.57%	12.02% ●	10	\$553	\$828 ●	22 ●
SD	12.76%	41.89% ●	11	\$382	\$870 ●	24 ●
TN	16.30% ●	11.54% ●	10	\$616	\$614	15
TX	23.88% ●	17.08% ●	15 ●	\$884 ●	\$885 ●	21
UT	12.49%	17.28% ●	10	\$1,169 ●	\$1,206 ●	33 ●
VA	12.59%	10.95%	9	\$702	\$507	24 ●
VT	9.90%	21.36% ●	12 ●	\$1,510 ●	\$1,924 ●	20
WA	25.40% ●	18.12% ●	11	\$649	\$638	22 ●
WI	17.57% ●	14.14% ●	11	\$462	\$334	20
WV	14.79%	1.53%	9	\$174	\$277	26 ●
WY	7.19%	14.13% ●	11	\$1,021 ●	\$1,023 ●	33 ●
Domestic Average	18.65%	13.86%	12	\$768	\$690	22

DOMESTIC FINDINGS

GIVING

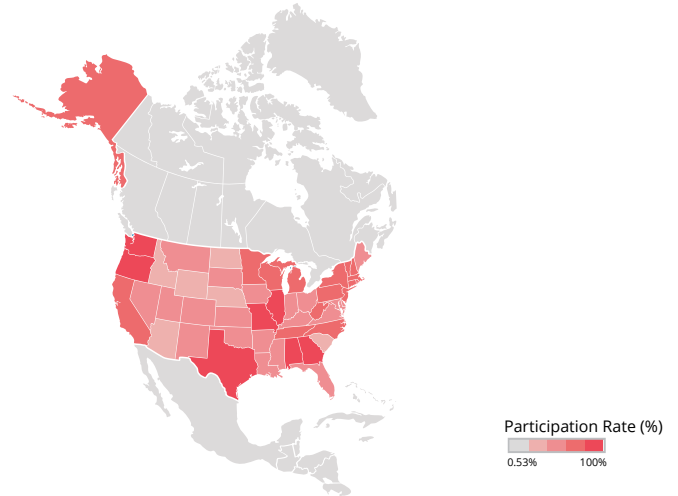
The map to the right highlights participation in giving, with dark red representing the most engaged states and pink representing the least engaged states. Below are the key findings on domestic giving.

24% of states have an employee engagement rate in giving higher or equal to the domestic average.

26% of states have an average annual employee donation higher or equal to the domestic average.

46% of states have an average annual company matching donation higher or equal to the domestic average.

30% of states have an average number of transactions per donor higher or equal to the domestic average.

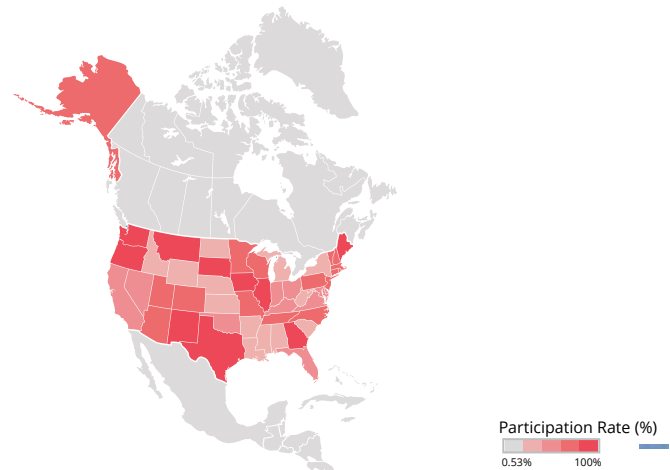


VOLUNTEERING

The map to the right highlights participation in volunteering, with dark red representing the most engaged states and pink representing the least engaged states. Below are the key findings on domestic volunteering.

48% of states have an employee engagement rate in volunteering higher or equal to the domestic average.

52% of states have the average hours volunteered per volunteer higher or equal to the domestic average.



2016 DISASTER CAMPAIGNS

The disaster trends section analyzes giving averages and donation methods by each disaster campaign event in 2016.

	Fort McMurray Wildfire	Dallas Police Ambush	Ecuador Earthquake	Houston Floods	Hurricane Matthew	Kumamoto Earthquake
First-time Donors	69%	81%	90%	90%	68%	96%
Average Annual Employee Donation per Donor	\$90	\$148	\$229	\$45	\$83	\$111
Average Annual Company Match per Participant	\$40	\$25	\$10	\$10	\$26	\$10
Donations made via Credit Card	99%	99.72%	89%	25%	88%	96%
Donations made via Cause Card	1%	.28%	11%	73%	12%	4%
Donations made via Offline	0%	0%	0%	2%	0%	0%



65%

Of employees who first engaged within their company's corporate social responsibility program via a disaster campaign in 2016, 65% returned to make an additional donation.



	Louisiana Floods	Oakland Warehouse Fire	Tennessee Wildfires	Tragedy in Orlando	West Virginia Floods	Total Disaster Campaigns
First-time Donors	57%	29%	0%	64%	50%	66%
Average Annual Employee Donation per Donor	\$103	\$97	\$95	\$77	\$63	\$102
Average Annual Company Match per Participant	\$18	N/A	N/A	\$12	\$10	\$18
Donations made via Credit Card	99.53%	100%	100%	98.67%	94%	95.17%
Donations made via Cause Card	.26%	0%	0%	1.23%	6%	4.72%
Donations made via Offline	.21%	0%	0%	.11%	0%	0.11%

12 days

On average, disaster campaigns remained open to receive donations twelve (12) days after the disaster event date.



NONPROFIT TRENDS

The nonprofit stats outlined below give a snapshot of 2016 performance, as well as lifetime support provided by YourCause.

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 FOR GIVE

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



TOP 5 CHARITY TYPES FOR VOLUNTEERING

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

The top two most popular charity types are education and human services.

37% of the total dollars donated in 2016 went to the top two charity types

19% of the hours volunteered in 2016 went to the top two charity types



TOP 5 CHARITIES IN THE EDUCATION CATEGORY FOR GIVING

1. University of Notre Dame Du Lac
2. Wright State University Foundation Inc.
3. University of Southern California
4. Pennsylvania State University
5. Boston College Trustees



TOP 5 CHARITIES IN THE HUMAN SERVICES CATEGORY FOR GIVING

1. United Way of Metropolitan Dallas, Inc.
2. Greater Twin Cities United Way
3. American Cancer Society, Inc.
4. United Way of Metropolitan Atlanta
5. United Way of Lake County



YourCause Team Proudly Shares Our Accomplishments

The YourCause Sales and Marketing team proudly display 2016 accomplishments in both the corporate and nonprofit communities. Visit our office to see these first hand!

TOP 10 CHARITY LIST

based on 2016 performance data

Most Searched

1. Mercy Chapel International
2. St. Jude Children's Research Hospital
3. American Heart Association
4. Feed My Starving Children
5. American Cancer Society
6. American National Red Cross
7. Junior Achievement of Chicago
8. Wounded Warrior Project
9. Habitat for Humanity International
10. Alzheimer's Disease and Related Disorders Association

Most Volume (Transactions)

1. St. Jude Children's Research Hospital - 74K
2. United Way of Metropolitan Dallas - 50K
3. American Cancer Society - 43K
4. United Way of Metropolitan Atlanta - 41K
5. Wounded Warrior Project - 35K
6. United Way of Greater Philadelphia and Southern New Jersey - 31K
7. United Way of Greater St Louis - 27K
8. United Way of the Bay Area - 65K
9. United Way of Greater Houston - 25K
10. American National Red Cross - 22K

Highest Volunteer Hours

1. Adolph S. Ochs Education - 19K hrs
2. Danville Bears - 19K hrs
3. San Francisco Society for the Prevention of Cruelty to Animals - 16K hrs
4. The Church of Jesus Christ of Latter-Day Saints - 16K hrs
5. Twin Cities Habitat for Humanity - 15K hrs
6. Houston Food Bank - 14K hrs
7. Feed My Starving Children - 13K hrs
8. Learning Links Foundation - 13K hrs
9. Midtown Ventura Community Council - 13K hrs
10. American India Foundation - 12K hrs

Most Donations (Dollars)

1. United Way of Greater St. Louis - \$8.7M
2. St. Jude Children's Research Hospital - \$2.8M
3. Greater Twin Cities United Way - \$2.1M
4. United Way of Metropolitan Dallas - \$2M
5. American Cancer Society - \$1.9M
6. American Heart Association - \$1.7M
7. Second Harvest Food Bank of Santa Clara and San Mateo Counties - \$1.4M
8. United Way of Metropolitan Atlanta - \$1.2M
9. Wounded Warrior Project - \$1.1M
10. National Multiple Sclerosis Society - \$1.1M



4.1M hours volunteered from 1/1/16 through 12/31/16



\$267M donated from 1/1/16 through 12/31/16

GLOBAL GOALS GATEWAY

We are strong supporters of any philanthropic collaboration between companies, employees, and nonprofit organizations, like the Global Goals and Sustainable Development Goals (SDGs) initiative. That's why YourCause developed the Global Goals Gateway, a tool allowing nonprofit organizations to communicate their mission (and associated SDGs) to our corporate partners. Corporate social responsibility professionals can then find these mission-driven declarations when searching for nonprofit partners.

Below is a snapshot of the 2017 declarations and trends associated to each of the seventeen (17) global goals, based on millions of nonprofit partners in our system.

	<p>202 Nonprofit Declarations \$18,869 Associated Donations \$484 Average Donation per Charity 13,774 Associated Hours Volunteered 353 Average Hours Volunteered per Charity</p>		<p>92 Nonprofit Declarations \$16,846 Associated Donations \$432 Average Donation per Charity 14,693 Associated Hours Volunteered 377 Average Hours Volunteered per Charity</p>
	<p>467 Nonprofit Declarations \$40,954 Associated Donations \$1,050 Average Donation per Charity 27,218 Associated Hours Volunteered 698 Average Hours Volunteered per Charity</p>		<p>589 Nonprofit Declarations \$72,374 Associated Donations \$1,856 Average Donation per Charity 45,921 Associated Hours Volunteered 1,177 Average Hours Volunteered per Charity</p>
	<p>190 Nonprofit Declarations \$5,996 Associated Donations \$154 Average Donation per Charity 4,700 Associated Hours Volunteered 121 Average Hours Volunteered per Charity</p>		<p>98 Nonprofit Declarations \$2,820 Associated Donations \$72 Average Donation per Charity 2,027 Associated Hours Volunteered 52 Average Hours Volunteered per Charity</p>
	<p>39 Nonprofit Declarations \$620 Associated Donations \$16 Average Donation per Charity 237 Associated Hours Volunteered 6 Average Hours Volunteered per Charity</p>		<p>190 Nonprofit Declarations \$5,330 Associated Donations \$137 Average Donation per Charity 3,741 Associated Hours Volunteered 96 Average Hours Volunteered per Charity</p>

In September 2015, 193 world leaders agreed to 17 Global Goals for Sustainable Development. If these Goals are completed, it would mean an end to extreme poverty, inequality, and climate change by 2030. Our governments have a plan to save our planet... it's our job to make sure they stick to it.



8 Nonprofit Declarations
 \$839 Associated Donations
 \$22 Average Donation per Charity
 445 Associated Hours Volunteered
 11 Average Hours Volunteered per Charity



20 Nonprofit Declarations
 \$5,167 Associated Donations
 \$132 Average Donation per Charity
 3,549 Associated Hours Volunteered
 91 Average Hours Volunteered per Charity



48 Nonprofit Declarations
 \$8,441 Associated Donations
 \$216 Average Donation per Charity
 6,068 Associated Hours Volunteered
 156 Average Hours Volunteered per Charity



10 Nonprofit Declarations
 \$1,771 Associated Donations
 \$45 Average Donation per Charity
 1,493 Associated Hours Volunteered
 38 Average Hours Volunteered per Charity



27 Nonprofit Declarations
 \$893 Associated Donations
 \$23 Average Donation per Charity
 741 Associated Hours Volunteered
 19 Average Hours Volunteered per Charity



21 Nonprofit Declarations
 \$1,872 Associated Donations
 \$48 Average Donation per Charity
 1,172 Associated Hours Volunteered
 30 Average Hours Volunteered per Charity



60 Nonprofit Declarations
 \$7,368 Associated Donations
 \$189 Average Donation per Charity
 6,149 Associated Hours Volunteered
 158 Average Hours Volunteered per Charity



65 Nonprofit Declarations
 \$8,891 Associated Donations
 \$228 Average Donation per Charity
 5,902 Associated Hours Volunteered
 151 Average Hours Volunteered per Charity



34 Nonprofit Declarations
 \$8,891 Associated Donations
 \$88 Average Donation per Charity
 2,570 Associated Hours Volunteered
 66 Average Hours Volunteered per Charity

Get Your NPO Partners Involved!

Encourage them to visit npo.yourcause.com to declare the SDGs that align with their organization's mission.

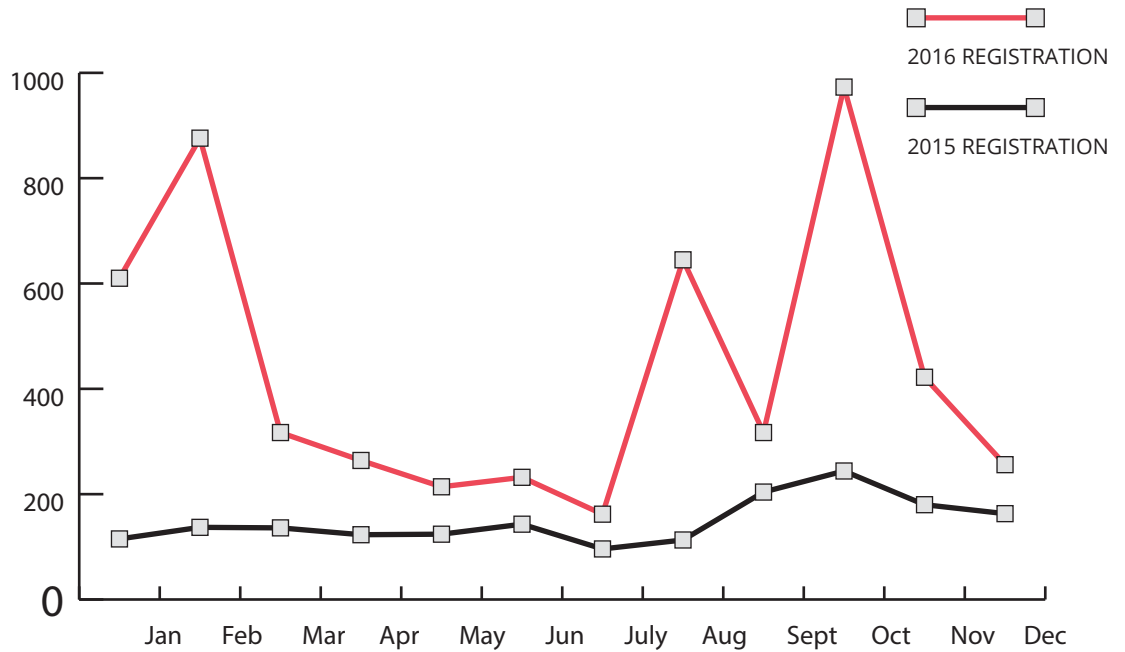
PAYMENT PROCESSING

The following data is a comprehensive review of all companies processing payments with YourCause over a two (2) year period of time.

ACH REGISTRATION

YourCause continues to see an increase in the number of nonprofit organizations registering for Automated Clearing House (ACH) payments year-over-year.

YourCause is one (1) of the only social responsibility platforms that doesn't charge a check fee if a nonprofit is unable to receive donated funds electronically.

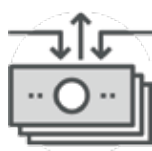


ACH FINDINGS



297%

growth in ACH registered charities from 2015 to 2016



11,175

charities registered with ACH all-time



26%

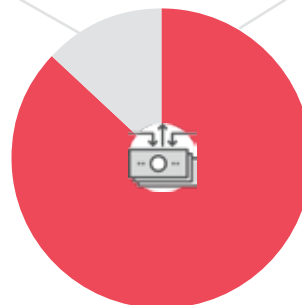
dollars delivered via ACH from 1/1/16 through 12/31/16

ACH VS CHECK

On average, ACH payments are **2X** larger than donations delivered via paper checks. Not only is the nonprofit receiving funds faster, but they may also receive a larger gift. It's a win-win for everyone - the employee, the company, and the nonprofit!

72,896 Payments via ACH

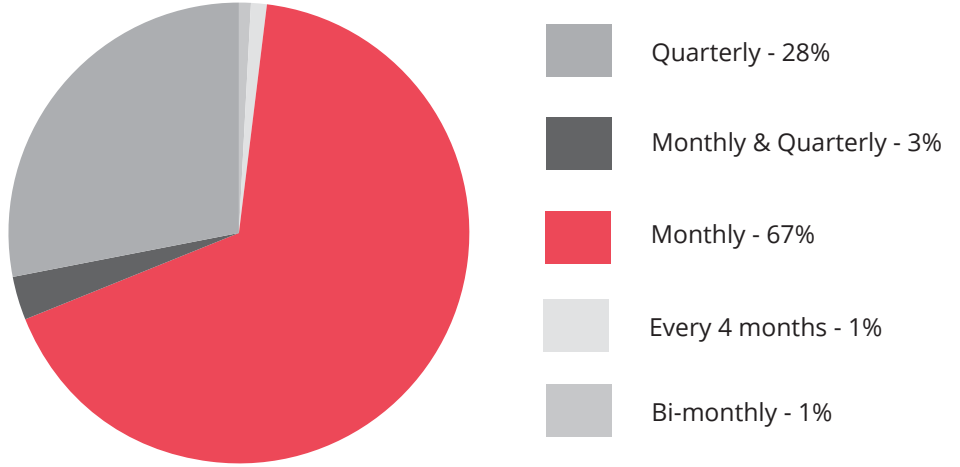
486,145 Payments via Check



PROCESSING FINDINGS

PROCESSING FREQUENCY

Monthly payment processing continues to be the preferred frequency of payment processing with 67% of companies choosing to process donations on a monthly basis. The chart to the right reflects all companies processing payments with YourCause.



YourCause Team Members Collaborate
YourCause team members Tiffany Roddy, Ling Jing Liu, Molly Tanzer, and Venkatesh Akula discuss our product flow and future adaptations.

NONPROFIT SHOWCASE



\$1,010,715 donated to buy phone cards for 40,428 separated siblings to help them stay in touch.

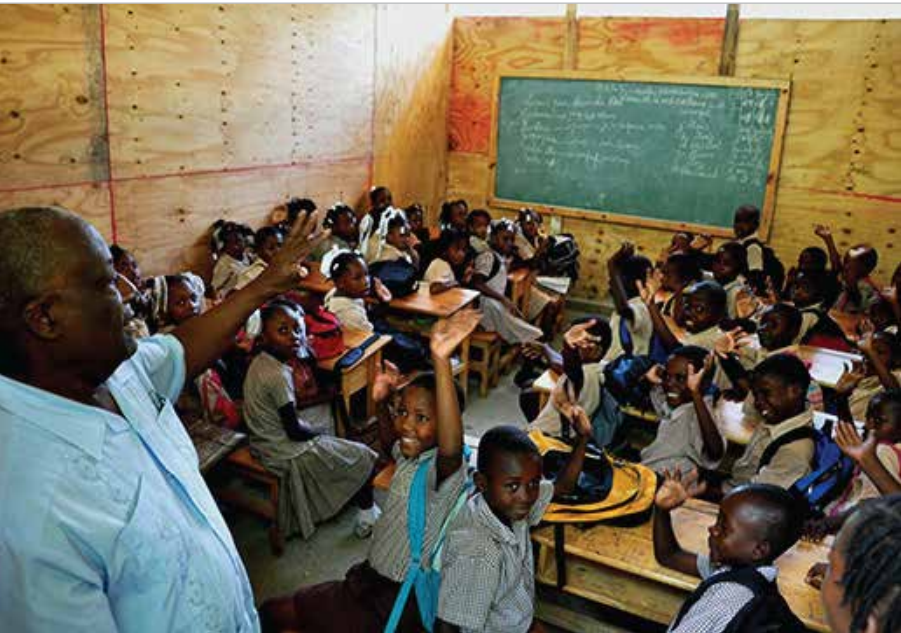


St. Jude Children's
Research Hospital

\$7,493,392 in donations to provide crutches to 74,933 sick children.



\$1,146,841 in donations to provide 76,456 children with lifesaving care.



\$1,360,348 in donations to provide 13,603 families with the gift of goats.



\$988,750 donations made to provide 19,775 interns a day's stipend to learn hands-on resource land management.



\$1,288,005 in donations to feed 3,446 families for an entire year.

OVERALL METHODOLOGY

Overview

To construct the fifth edition of the Industry Review, data was collected from companies with 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 December 31, 2016, except where otherwise noted. The data is not a reflection of any one (1) specific organization, but rather a broad overview of all data collected from users over the period of 12 months.

Data

The complete data analysis only looked at data captured within the CSRconnect system and 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 12/31/16. 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 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 (6) and twelve (12) months. Moving forward, subsequent publications will reference previous Industry Reviews and seek to analyze possible short - and long - term trends.

Limitations and Assumptions

All conclusions are extracted from direct historical data managed internally during the January 1, 2016 to December 31, 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 (0) value data' were excluded within the calculations, eliminating unintentional adverse impacts on averages.
- Individual users entering large volumes of hours for a single day's event may skew average volunteer hours.
- Average volunteer hours represent the average number of hours logged 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.
Cause Cards	A program within CSRconnect, much like a typical gift or reward card, allowing companies to issue to qualified 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.
Company Match	A type of corporate giving program in which a company matches donations made by an employee to eligible nonprofit organizations.
Confidence Level	The percentage of all possible samples that can be expected to include the true population parameter.
Contributions	A donation to a common fund or collection.
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 the 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 the employee's volunteering activities.
Employee Engagement	Broken out into two distinct categories: a) <u>donor engagement</u> , defined by those who made a donation through the company's program; and b) <u>volunteer engagement</u> , defined by those who have participated in a volunteer event.
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 made by cash or check transacted outside of the system and logged within CSRconnect by the donor.
Participant	Users who have volunteered at least one (1) event through a team or individual event and/or have made a single donation. To calculate participation rates, the formula divides participating individuals by the total eligible individuals, per company.
Payroll Giving	A scheduled deduction directly from an individual's paycheck for distribution to a specified nonprofit organization.
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

If you have an idea for how we might improve the next edition of our Industry Report, we ask that you reach out to us and share. Our progress over the years (as a company) is a direct result of the feedback, support, and encouragement we have received from our clients. You truly are our best source of insight and information, so we ask that you continue to share with us that invaluable knowledge to help us improve future editions of our Industry Review. We continually seek better ways to improve everything we do, so your support in making that happen is critical.

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 catering 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 us, visit YourCause.com