

2021 | ISSUE 9

Industry Review

Employee Engagement & Corporate Social Responsibility



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What to Know

Before you dive into the *Industry Review*, it is important to understand a little more about the data and terminology used throughout the report. Below are the most used terms, and you can find a full list of terminology in the Glossary of Terms section toward the end. The data evaluated within the Industry Review is a subset of the entire client and employee population activity using CSRConnect and GrantsConnect. This data subset reflects a full calendar year of employee activity spanning January 1 through December 31, 2020, from 284 of over 450 companies. For a full explanation of our analytical approach, including a list of Standard Industrial Classifications (SIC), reference the Overall Methodology section at the end of the report.

Terms to Know

Cause Cards: A program within CSRConnect, much like a typical gift or reward card, that allows companies to issue qualified participants the ability to donate on behalf of the company to a charity of their choosing.

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

Dollars-for-Doers: A term used to describe an incentive program that rewards volunteers (doers) with a donation on behalf of the company (dollars) to the recipient volunteering organization in recognition of the employee's volunteer activities.

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

Incentive: A type of company match for participation in employee engagement programs. Incentives can be earned through volunteer activities, such as team events or individual volunteer activity, or issued individually to an employee based on activity in a program run outside of the CSRConnect system.

Participant: Employees who have volunteered for at least one (1) event through the platform and/or have made a single monetary donation. To calculate participation rates, the formula divides participating individuals by the total eligible individuals per company.

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

Redemption (monthly/seasonal): An act of redeeming an incentive, usually earned through participation within a specific employee program, in the form of a donation to a qualified nonprofit organization.

Transaction: A unique donation performed within the CSRConnect Employee Engagement platform.

Volunteer Grants: An incentive program offered to an employee allowing them to earn a donation, made by the company on the individual's behalf, to the organization with which they volunteered.

Issue 9 | Data Points

Participating Clients: 284

Employees: 7,210,774

Standards: Standard Industrial Classifications

Program Access: January 2020 through December 2020

Introduction

Welcome to the 9th Industry Review, which looks each year at employee engagement and corporate social responsibility trends across hundreds of companies.

As a CSR professional myself, I look forward to this report as an opportunity to reflect on broad trends and consider how they are showing up in my own organization. If 2020 taught us anything, it is that we live in a world that is both global and hyper local. What happens across the world can quickly affect what we do, how we do it, the resources we have at our disposal...and how crises that seem so far away can show up very quickly in our own communities.

2020 brought with it a call across CSR divisions to rethink the very definition of disaster prevention and relief, with COVID-19 and social justice receiving 83% of the more than \$9 million in donations – a significant increase in total giving in this area -- documented in this report. What’s more, companies activated both to help people around the world and their own neighbors.

Interestingly, although organizations of all sizes gave and served, employee engagement soared among smaller companies, who led the way in mobilizing their people to engage in CSR programs. Although volunteerism was a challenge in an almost all-virtual workplace, people continued to give and, sometimes, give even more. This points, I think, to our innate desire to be generous, to help, to be a part of a common thread that connects us as humans.

Finally, the events of 2020 pushed us to embrace a broader approach to how we serve, getting beyond common barriers and embracing the reality that technology can help us channel our volunteerism skills and that geography should not limit us. This report contains information on more countries than ever before. Although much work is still left to be done, we now have more experience about evolving CSR strategies that can help us serve what will be an increasingly virtual workforce not bound by state or country borders.

We have many challenges ahead of us, but a silver lining from 2020 is that we are going into this work with our eyes more open and employees who want to help us do more good.



Rachel Hutchisson
Vice President, Global Social Responsibility,
Blackbaud

Key Findings

In most cases combined, giving or volunteering engagement rates were down in 2020 compared to 2019, but throughout the report we highlighted where the giving engagement rate or amount increased. For example, the median employee donation amount increased \$447 and the 90th percentile amount increased \$1,667. We believe that although employees were hesitant to volunteer or had less opportunities to volunteer, they increased their giving.

- 1 We added data throughout the report for volunteer by group size, and the 2020 trend shows that employees consistently contributed most of their volunteer hours at individual or non-team events.
- 2 Companies with 0 - 1000 employees, the smallest size considered in this report, had the highest overall, giving, and volunteering engagement rate. Companies of this size also had the highest average employee donation amount of \$2,414 and the highest average hours per volunteer at 18 hours.
- 3 Companies saw the necessity to organize disaster relief as a vital element of their employee engagement and social responsibility programs. Disaster relief saw a significant increase in donation amount reaching over \$9 million. We looked at the percent of disaster relief campaign funding for COVID-19, Social Justice or other disaster relief campaigns (earthquake, wildfire, etc.). COVID-19 relief campaigns received \$4.7 million in funding (52%), Social Justice campaigns received \$2.8 million in funding (31%) and all other campaigns received 1.6 million in funding (17%).

SECTION 01

Global Employee Engagement

RESOURCE HIGHLIGHT

Exploring Environmental Social Governance Whitepaper

ESG can be for everyone, no matter how small or large your workforce or what industry your company falls into.

The following guide is meant to be a starting place for learning a brief history of ESG and how the concept has evolved, components of ESG, different measurement & management practices and external resources (both free and paid) that you can access to learn more.

LEARN MORE >



Engagement Insights

This section evaluates employee engagement within CSR initiatives by examining certain categories of participants. See a few of our observations based on data from 2020 below:

Full-time employees increased their giving.

The average annual donation amount per donor and average company match per participant increased for full-time employees. For contract and retirees these amounts decreased since the 2019 report.

Retirees continue to donate more than full-time employees.

Although the average amount decreased since last year, we are still seeing that retirees are more engaged in philanthropic giving. In 2020, on average, retirees donated three times more than the full-time employee.

Retirees remain consistent in leveraging company match-awarded dollars.

The 2018, 2019, and now 2020 data shows that retirees continue to take advantage of company match programs. Retirees are awarded over twice as much as full-time employees.

New volunteer by group size metrics.

Full-time and contract employees are more likely to volunteer for team events, but all employees spent most of their time volunteering at individual events. Retirees spent 96% of their volunteer hours for individual events.



Blackbaud Australia employees volunteer with FareShare to prepare meals.

Engagement by Employee Type

The data reviews 2020 global employee engagement for giving and volunteering for full-time and retired employees.

	Full-Time Employees	Retired Employees	Contracted Employees
Employee Engagement	12.14%	4.97%	6.88%
Employee Engagement by Program Type: Giving	11.35%	4.79%	6.01%
Employee Engagement by Program Type: Volunteering	5.22%	.82%	2.93%
Average Annual Employee Donation per Donor	\$757 (+\$106) n = 4,953,462	\$2,356 n = 248,932	\$557 n = 453,223
Average Annual Company Match per Participant	\$817 (+\$215)	\$1,974	\$615
Average Transactions per Donor	8	11	3
Average Hours per Volunteer	15 n = 6,108,712	80 n = 226,808	31 n = 574,061

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

Volunteer Hours by Group Size

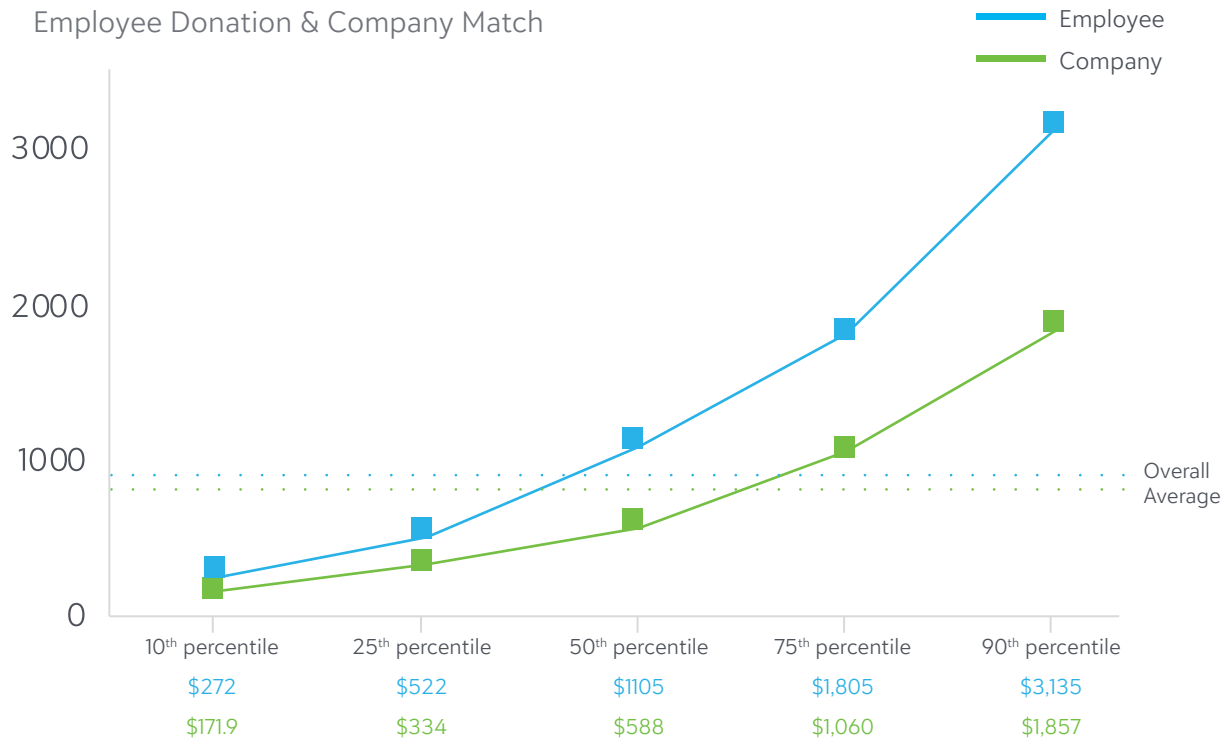
The data shows average hours per volunteer and percent of total volunteer hours by group size. Group size is based on number of participants: Individual (not a team event), Small Team (1 - 10), Medium Team (11- 50), Large Team (51+).

	Individual		Small Team		Medium Team		Large Team	
	Average Hours	% of Total Hours	Average Hours	% of Total Hours	Average Hours	% of Total Hours	Average Hours	% of Total Hours
Full-time	32	61%	11	13%	6	12%	5	14%
Retiree	99	96%	11	1%	6	1%	14	2%
Contractor	44	48%	58	28%	14	12%	9	12%



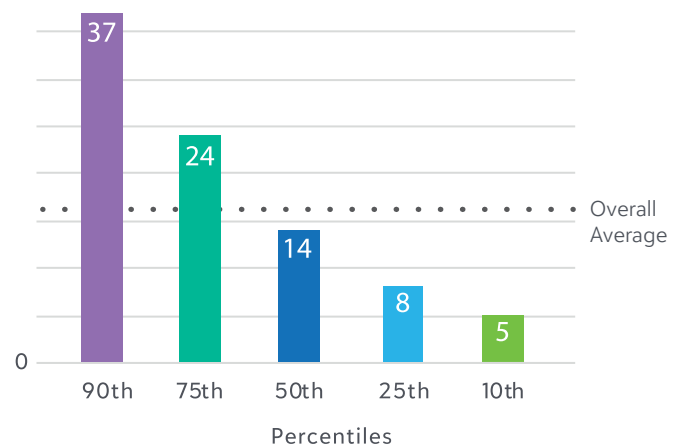
The median employee donation amount increased by \$447 and the 90th percentile amount increased by \$1,667.

Employee Donation & Company Match



Only 10% of companies were volunteering superstars, with employees recording 37 hours or more per volunteer.

Hours per Volunteer



Engagement Rate Distribution

The data reviews 2020 global engagement rates for all employees.

	Combined Engagement Rate	Giving Engagement Rate	Volunteering Engagement Rate
10th Percentile	1.89%	1.58%	0.45%
25th Percentile	5.29%	4.18%	1.32%
Median	12.57%	10.37%	3.44%
75th Percentile	24.78%	18.62%	10.90%
90th Percentile	40.30%	33.78%	22.35%

- **What does the average engagement rate range look like?** Half of companies offering at least giving or volunteering achieved an overall engagement rate between 5.29% and 24.78% (lower than 2019 rates).
- **Giving engagement was higher than volunteering.** The giving engagement rate is higher at all percentiles than the volunteer engagement rate, meaning employees were more engaged with giving than volunteering.



Blackbaud employees volunteer in Charleston.

Donor Profile

The donor profiles are for all employees regardless of the employment type. The median donation amount of a large donor is 12 times higher than that of a small donor and the average donation amount is 20 times more than those classified as a small donor.

	Large Donor Who Donate over \$1k Annually:	Small Donor Who Donate under \$1k Annually:
Median Amount	\$2,542	\$220
Average Amount	\$3,816	\$190

One-Time vs. Returning Participants

The data reviews 2020 giving for one-time participants compared to returning employees who made more than one transaction. As expected, the giving engagement rate of returning participants is two times more than the rate of one-time participants across all donation types available to the employee population.



Employee Engagement (Giving engagement regardless of new hire or tenured employee)	ONE-TIME Employees	RETURNING Employees
Giving Engagement Rate	3.41%	6.97% (+6.87%)
Average Transactions	1	12
Average Gift per Donor	\$594	\$1,551

SECTION 02

Domestic U.S. Giving
by Region

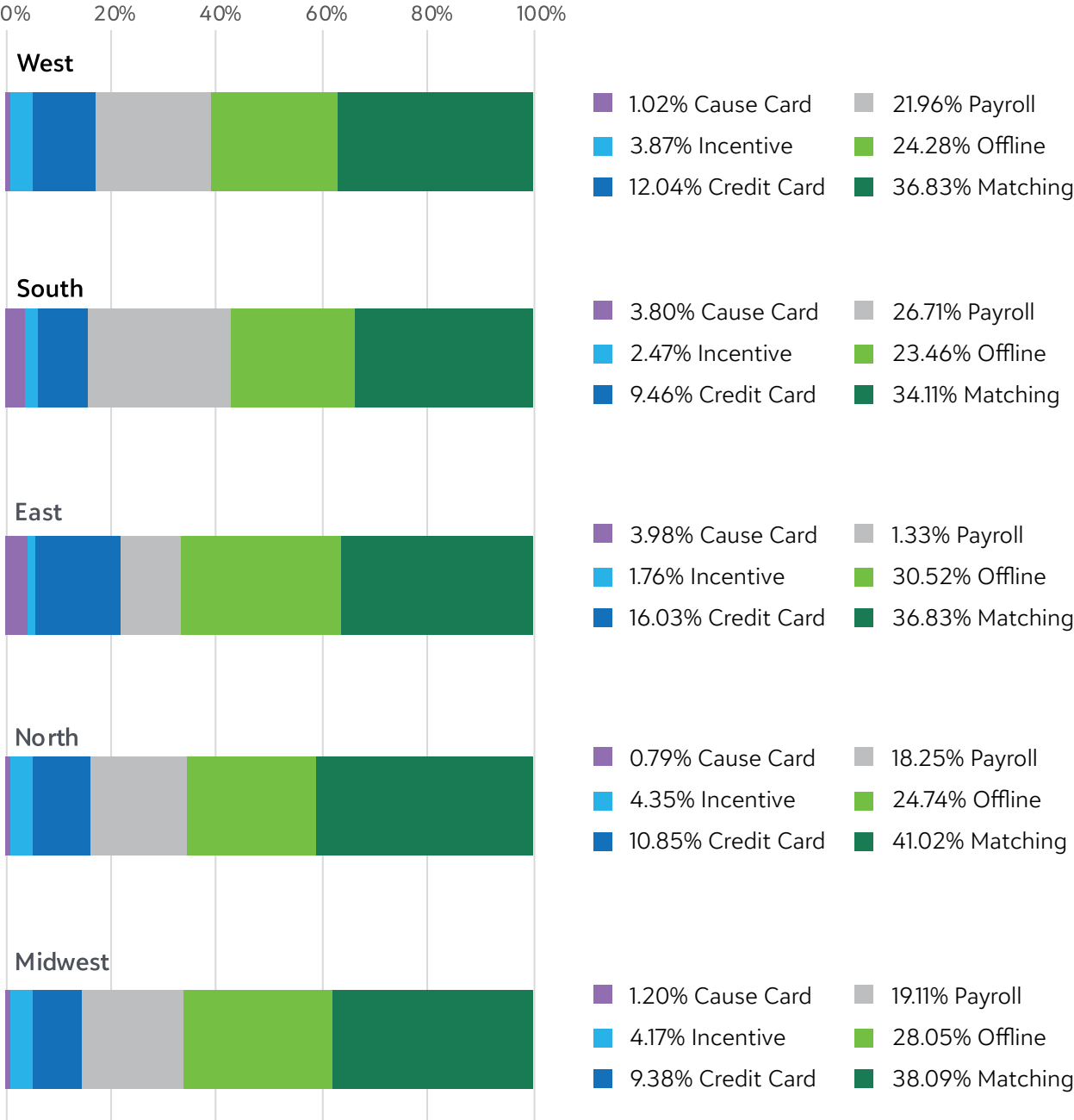


We analyzed the average engagement rate for giving and volunteering, average donations, and average volunteer hours within a work region. Engagement rates were lower in 2020 for all regions, but every region increased in average annual donation amount

n = eligible employee sample size	West n = 1,191,097 	South n = 1,126,542 	East n = 1,507,483 	North n = 356,962 	Midwest n = 633,914 
 Engagement (Giving/Volunteering)	14.50% / 3.39%	14.59% / 4.62%	13.99% / 5.04%	14.02% / 8.45%	15.1% / 4.53%
 Average Annual Donation per Donor	\$912 (+\$272)	\$637 (+\$68)	\$882 (+\$55)	\$846 (+\$8)	\$737 (+\$84)
 Average Hours per Volunteer	20 hrs.	16 hrs.	16 hrs.	14 hrs.	15 hrs.
	Western region: Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah, and Washington	Southern region: Alabama, Arkansas, Florida, Louisiana, Mississippi, New Mexico, Oklahoma, Tennessee, and Texas	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	Northern region: Michigan, Minnesota, Montana, North Dakota, South Dakota, Wisconsin, and Wyoming	Midwest region: Colorado, Illinois, Indiana, Iowa, Kansas, Kentucky, Missouri, and Nebraska

Donation Distribution by Region

Employees can donate using the following methods: credit card, payroll, matching, offline tracking, Cause Card, or incentives. 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.



Locational Influence



Engagement Ratio:
Headquarters vs. Remote

The ratio of employee engagement when comparing giving in a company's headquarters' worker vs. a company's remote worker is 2.3:1. For example, for every 10 remote employees who are engaged, there will be 23 headquarters' employees engaged in giving.

Engagement by Employee Location

The data reviews 2020 global employee engagement for giving and volunteering.

Data includes all industries (domestic U.S. and global) n = eligible employee sample size	Headquarters	Outside Headquarters
Employee Engagement in Giving	21.25%	9.02%
Employee Engagement in Volunteering	6.31%	4.78%
Average Annual Employee Donation per Donor	\$862 (+\$101) n = 1,153,206	\$744 (+\$153) n = 5,471,334
Average Annual Company Match per Participant	\$964 (+\$232)	\$744 (+\$87)
Average Transactions per Donor	10	8
Average Hours per Volunteer	16 n = 1,108,458	16 n = 5,217,818

Volunteer Hours by Group Size

Group size is based on number of participants: Individual (not a team event), Small Team (1 - 10), Medium Team (11- 50), Large Team (51+).

	Individual		Small Team		Medium Team		Large Team	
	Average Hours	% of Total Hours	Average Hours	% of Total Hours	Average Hours	% of Total Hours	Average Hours	% of Total Hours
Headquarters	30	67%	14	15%	5	10%	4	9%
Outside Headquarters	35	60%	14	15%	6	11%	5	15%

SECTION
03

Enterprise
Engagement Trends



Enterprise Insights

This section evaluates employee engagement by segmenting companies by employee population size. See a few of our observations below based on data from 2020:

Companies with 0-1,000 employees top overall engagement in 2020.

For the past two years, the data had shown that companies with an employee population between 1,001 and 5,000 that offer both giving and volunteering produced the highest overall engagement rates. However, this year companies with 0 - 1,000 employees have the highest overall engagement rate. This group also has a significantly higher volunteer engagement rate compared to larger companies.

Companies with 0-1,000 employees are donating and volunteering the most!

Employees from the smallest company size are the STAR for every engagement rate metric and had the highest average donation and company match amounts. The average annual employee donation amount increase by \$677 and average company match amount increased by ~\$3,500 (4 more times!) from 2019 to 2020. The volunteer engagement rate of the smallest company size is ~4 times higher than the largest company size at 19.31% vs 4.48%.

Companies with 100,000+ employees fall below the overall engagement rate.

When evaluating engagement in combined giving and volunteering programs, companies with a population size of over 100,000 employees fall below the overall engagement rate of 11.47% with an engagement rate of 9.96%.

Volunteer Hours by Group Size

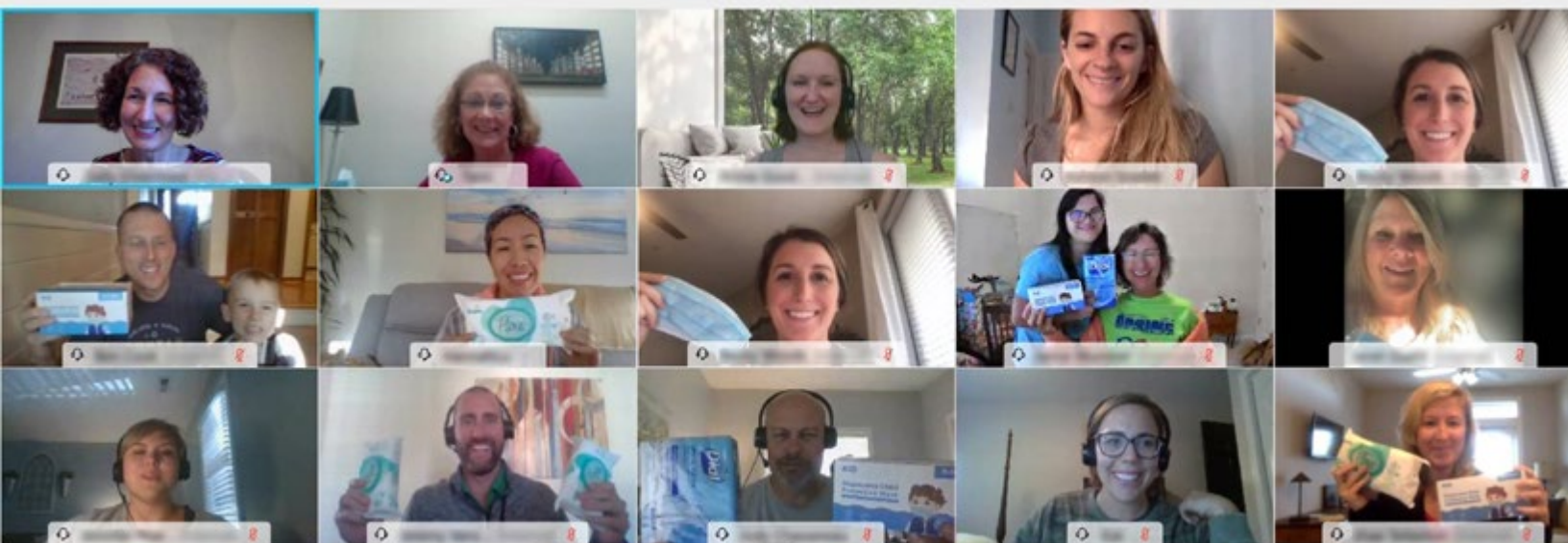
Group size is based on number of participants: Individual (not a team event), Small Team (1 - 10), Medium Team (11- 50), Large Team (51+).

	Individual		Small Team		Medium Team		Large Team	
	Average Hours	% of Total Hours	Average Hours	% of Total Hours	Average Hours	% of Total Hours	Average Hours	% of Total Hours
0-1,000	30	81%	4	5%	5	10%	4	4%
1,001-5,000	25	65%	9	14%	6	14%	4	7%
5,001-10,000	30	49%	9	11%	12	26%	7	14%
10,001-50,000	35	62%	15	13%	20	24%	13	14%
50,001-100,000	40	50%	20	24%	5	9%	5	17%
100,000+	34	62%	14	14%	6	11%	5	13%

Engagement by Enterprise Size

Company size was determined by human resource reports on the number of employee records. We included the increase or decrease from what was reported in 2019.

Data grouped by workforce size n = number of companies	0–1,000 n = 32	1,001–5,000 n = 85	5,001–10,000 n = 50	10,001–50,000 n = 86	50,001–100,000 n = 15	100,00+ n = 16
Combined Employee Engagement	26.76% (+1.76%)	20.71% (-7.29)	12.32% (-4.68%)	11.64% (-5.36%)	14.64% (-6.36%)	9.96% (-5.04%)
Giving Engagement	27.53% (+7.53%)	19.20% (+.20%)	8.45% (-1.55%)	10.20% (-2.8%)	12.14% (-3.86%)	10.05% (-1.95%)
Volunteering Engagement	19.31% (+.31%)	10.38% (-5.62%)	6.86% (-7.14%)	5.20% (-4.8%)	3.97% (-4.03%)	4.48% (-3.52%)
Average Annual Employee Donation per Donor	\$2,414 (+\$677)	\$803 (+\$92)	\$641 (-\$92)	\$855 (+\$120)	\$925 (+\$71)	\$672 (+\$61)
Average Annual Company Match per Participant	\$4,519 (+\$3,474)	\$848 (+\$108)	\$666 (-\$3)	\$976 (+\$203)	\$824 (-\$6)	\$707 (+\$196)
Average Hours per Volunteer	18 (+9)	14 (+4)	18 (+2)	14 (+1)	15 (+4)	17 (+5)



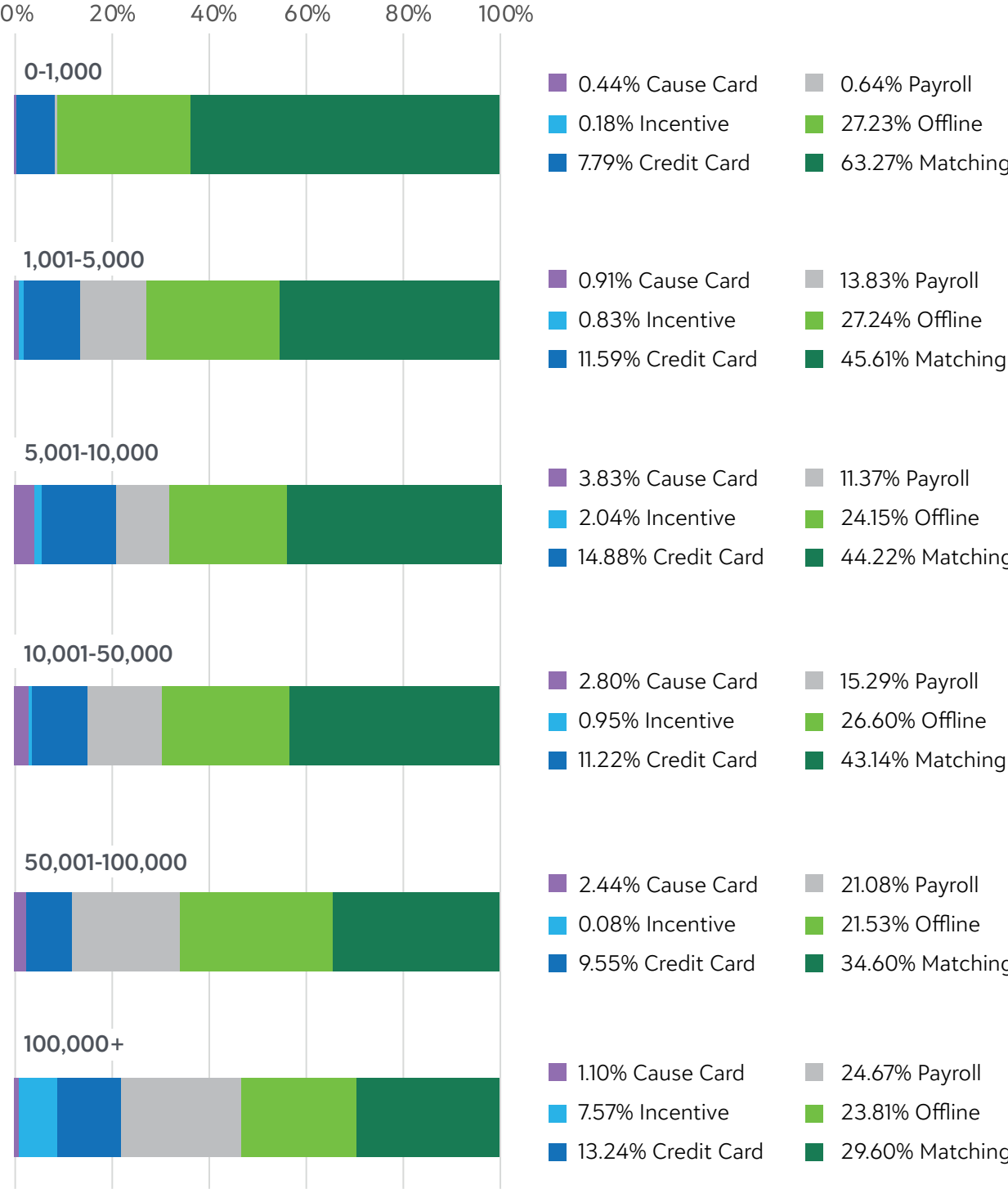
Blackbaud employees meet virtually to assemble hygiene kits.

Enterprise Size Percentile Ranking

n/a = not applicable	0– 1,000	1,000– 5,000	5,001– 10,000	10,001– 50,000	50,001– 100,000	100,00+
10th percentile	2.68%	3.08%	3.11%	1.48%	2.19%	1.09%
25th Percentile	9.89%	7.2%	4.37%	4.1%	6.8%	2.27%
Median	28.69%	16.21%	8.27%	9.87%	11.58%	7.36%
75th Percentile	45.68%	27.33%	14.51%	20.76%	22.63%	19.81%
90th Percentile	65.18%	38.57%	19.44%	33.77%	31.55	29.67%
Giving Engagement						
10th Percentile	9.04%	3.05%	1.34%	1.36%	1.3	1.58%
25th Percentile	14.08%	6.73%	3.11%	3.84%	2.68%	4.18%
Median	20.98%	14.06%	6.37%	8.17%	10.81%	10.37%
75th Percentile	43.47%	22.59%	11.41%	16.27%	19.36%	18.62%
90th Percentile	67.06%	30.92%	17.56%	27.18%	30.65	33.78%
Volunteering Engagement						
10th Percentile	2.26%	0.75%	0.49%	0.32%	0.69%	0.76%
25th Percentile	2.85%	2.48%	1.21%	1.05%	1.2%	1.26%
Median	14.98%	6.91%	2.44%	2.87%	2.71%	2.1%
75th Percentile	37.66%	14.92%	8.93%	7.23%	5.09%	7.94%
90th Percentile	53.78%	25.18%	13.32%	15.76%	8.24%	14.19%
Employee Donation per Donor						
10th Percentile	\$134	\$136	\$75	\$318	n/a	\$145
25th Percentile	\$326	\$354	\$348	\$453	\$401	\$295
Median	\$616	\$653	\$717	\$658	\$803	\$534
75th Percentile	\$2,285	\$982	\$896	\$915	\$1,294	\$1,103
90th Percentile	\$5,475	\$1,437	\$1,284	\$1,799	n/a	\$1,867
Company Match per Participant						
10th Percentile	\$0	\$0	\$101	\$41	n/a	\$19
25th Percentile	\$0	\$123	\$460	\$314	\$261	\$199
Median	\$396	\$419	\$589	\$565	\$534	\$416
75th Percentile	\$1,272	\$830	\$927	\$1,030	\$1,253	\$833
90th Percentile	\$3,658	\$1,363	\$1,909	\$2,573	n/a	\$1,556
Hours per Volunteer						
10th Percentile	5	5	6	4	7	8
25th Percentile	7	7	10	10	9	10
Median	16	10	16	16	11	16
75th Percentile	24	20	20	26	25	28
90th Percentile	31	39	30	47	32	47

Donation Distribution by Enterprise Size

Employees can donate using the following methods: credit card, payroll, matching, offline tracking, Cause Card, or incentives. 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.



PROMISE HOUSE

SECTION

04

22



Donation
Method Trends

CUSTOMER SPOTLIGHT



Employees at Land O'Lakes Exceed Expectations for their Annual Giving Campaign

Land O'Lakes, Inc. is a farmer-owned cooperative that has been around for 100 years. At the heart of our identity is the idea of working together for the common good – today and future generations. That's why each year, Land O'Lakes, Inc. donates a portion of its pretax profits to the Land O'Lakes Foundation and supports corporate giving work. Land O'Lakes employees engage with their communities through numerous available programs, such as a dollars-for-doers volunteer program, team volunteer activities, food drive match program, employee resource group involvement, matching gifts to educations, and numerous matching gift campaigns each year.

In 2020, we decided to open up the giving campaign to ten additional nonprofits that would be eligible for matching gifts. This was the main driving factor for moving our annual campaign to YourCause. With this additional choice for where employees could direct their donations during the fall campaign, we also wanted to make sure they had convenient options in how to do so to further increase participation. Our employees have been using the YourCause platform for all other giving and volunteering programs since 2017, so it made sense to move the fall giving campaign.



- Kelly Bukowski, Community Relations Specialist

28% new employee donors	\$1.6 M donated to LOL giving campaign	\$1 for \$1 match for various programs
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[LEARN MORE ►](#)

Donation Insights

Employees can donate using the following methods: credit card, payroll, matching, offline tracking, Cause Card, or incentives. Below are the key insights gathered from evaluating the 2020 data.

Credit Card giving and matching saw an increase in utilization by companies as a donation method offered.

86% of companies utilize credit card giving (up 3% since 2019) and 72% of companies utilize credit card match (up 1% since 2019). This donation method was the most popular to support disaster relief (see program trends for more data).

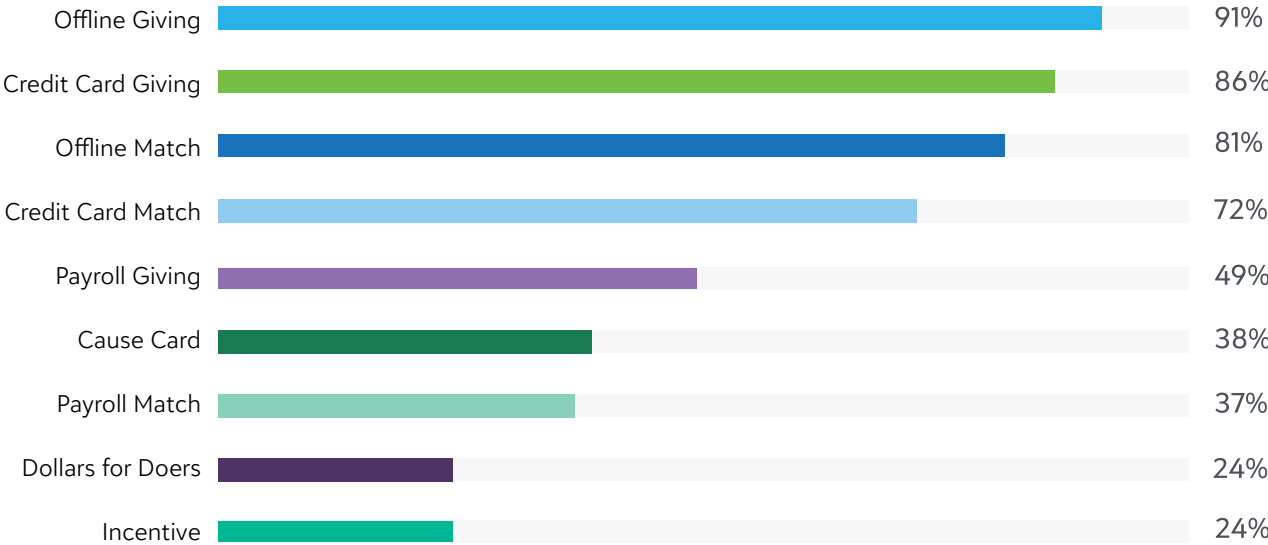
Incentive and Payroll Match donation methods saw the biggest change in average gift per donor.

Although incentives saw a decrease in engagement rate since 2019, this method had the largest increase in dollar amount per donor, up by almost \$300 from 2019. The payroll match donation method had the largest decrease in average gift per donor going from \$469 in 2019 to \$411 in 2020.

Data includes all industries (domestic U.S. and global) n = eligible employee sample size	Employee Engagement	Average Number of Transactions per Donor	Average Gift per Donor
Cause Card Giving n = 3,240,270	1.31%	2	\$344
Credit Card Giving n = 5,387,411	2.20%	2	\$584
Credit Card Match n = 3,986,154	2.78%	2	\$699
Incentive n = 2,381,409	2.20%	2	\$441
Offline Giving n = 5,214,320	2.34%	3	\$1,645
Offline Match n = 4,547,934	2.18%	3	\$1,419
Payroll Giving n = 2,416,510	8.12%	8	\$420
Payroll Match n = 2,416,510	4.99%	7	\$411
Dollars-for-Doers n=1,430,870	0.79%	2	\$841

Giving Methods Offered

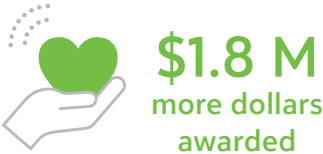
Companies are consistently evaluating what program elements and features to offer their employee population. Part of the evaluation process is recognizing what peer companies are offering. By understanding the giving methods commonly offered, employee engagement and social responsibility professionals can build a better business case for what they need to offer. This chart is a reflection of the giving methods offered by the companies evaluated within this report.



Credit Card Insights



In 2020, 49% of the companies evaluated within this report covered fees applied by the credit card companies in relation to a donation filtered through the CSRConnect platform.



Because these companies chose to cover associated credit card fees for donations in 2020, over \$1.8 million additional funds were delivered to the nonprofit community.

Incentive Programs

The most common incentive programs offered by companies are: dollars-for-doers programs and general recognition programs (new employees, first 100 donors, etc.).



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



Redemption rate for Incentives issued through a **general recognition program**.



Redemption rate for Cause Cards issued through **dollar for doers program**.



Redemption rate for Incentives issued through a **dollars for doers program**.

Using Incentives for New vs. Tenured Employees

The data reviews 2020 global employee engagement for new and tenured employees at companies offering incentives to participate in the company's programs.

(employees at the company for less than six months)	Newly Hired Employees	Tenured Employees
Incentive:		
Domestic Employee Redemption Rate	90.51%	99.69%
Global Employee Redemption Rate	100%	99.61%
Total	91.02%	99.61%
Cause Card:		
Domestic Employee Redemption Rate	44.37%	60.40%
Global Employee Redemption Rate	51.35%	53.12%
Total	44.90%	59.95%

SECTION 05

Program Trends

RESOURCE HIGHLIGHT

The Positive Social and Business Impacts of Employee Relief Grants

Employee relief programs are not a nice-to-have. COVID-19 has proven they are indeed a business imperative, with countless benefits to both employees and employers alike. They provide a lifeline when your employees need it most, which is good for people, good for business, and good for each other.

[LEARN MORE >](#)



Program Insights

Companies responding to disasters in 2020 donated over \$9M to campaigns, including campaigns focused specifically on COVID-19 and Social Justice.

Companies were able to launch effective campaigns for disaster relief. \$4.7M was transacted in the system to fund COVID-19 disaster campaigns and \$2.8M was donated to campaigns regarding social justice.

Engagement Elements made a difference in giving and communicating information about disaster relief programs.

On average, annual employee donation per donor through an Engagement Element increased from \$665 in 2019 to \$777 in 2020. The average annual company match per participant through an Engagement Element increased from \$602 in 2019 to \$824 in 2020.

Giving engagement rate soared over volunteer engagement rate in 2020.

The effects of the pandemic can be seen in the data for 2020 with the low volunteer engagement rate. However, employees actively participated in giving throughout the year. The giving engagement rate was almost 6 times higher than the volunteer engagement rate.

Bringing like-minded employees together is proving to be effective.

Companies offering resource groups continue to see a higher engagement rate, with overall engagement at 14%. Companies not offering resource groups saw engagement at 10%. Groups provide employees with similar interests a common place to share documents, send communications, and feature events.

Program Trends

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

Data includes all domestic U.S. and global industries n = number of companies s = average employee workforce n/a = not applicable	Giving Programs Only n = 46 s = 300,193	Volunteering Programs Only n = 52 s = 1,555,157	Combined Giving and Volunteer Programs n = 186 s = 5,355,424
Employee Engagement	12.08%	2.58%	14.02%
Average Annual Employee Donation per Donor	\$679	n/a	\$788
Average Annual Company Match per Participant	\$1,194	n/a	\$815
Average Transactions per Donor	8	n/a	8
Average Hours per Volunteer	n/a	8	13

Campaign vs. Year-Round Programs

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

Data includes all domestic U.S. and global industries n = number of companies s = average employee workforce	Campaign Programs n = 65 s = 1,900,360	Year-Round Programs n = 219 s = 5,310,414
Employee Engagement	15.63%	9.99%
Average Annual Employee Donation per Donor	\$827	\$845
Average Transactions per Donor	10	7

Grants

The data below breaks down grant programs offered by the companies evaluated within the 2020 *Industry Review*.

\$342M
funds awarded

\$342M in grant funds were awarded to nonprofit organizations through GrantsConnect in 2020.

3
average grant programs

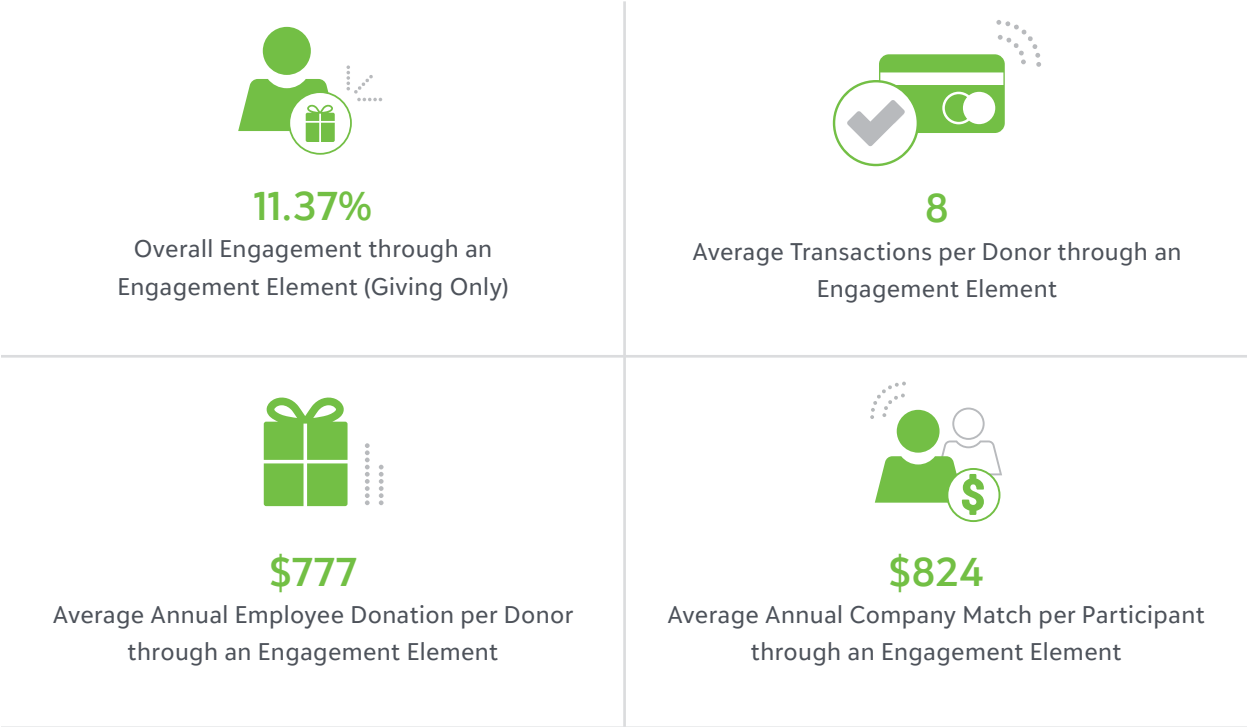
On average, companies using GrantsConnect offer three grant programs to their employees and the nonprofit community.

\$11,530
average grant award

In 2020, the average grant awarded through GrantsConnect was around \$11,530.

Engagement Elements

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



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 Five Charity Types for Giving

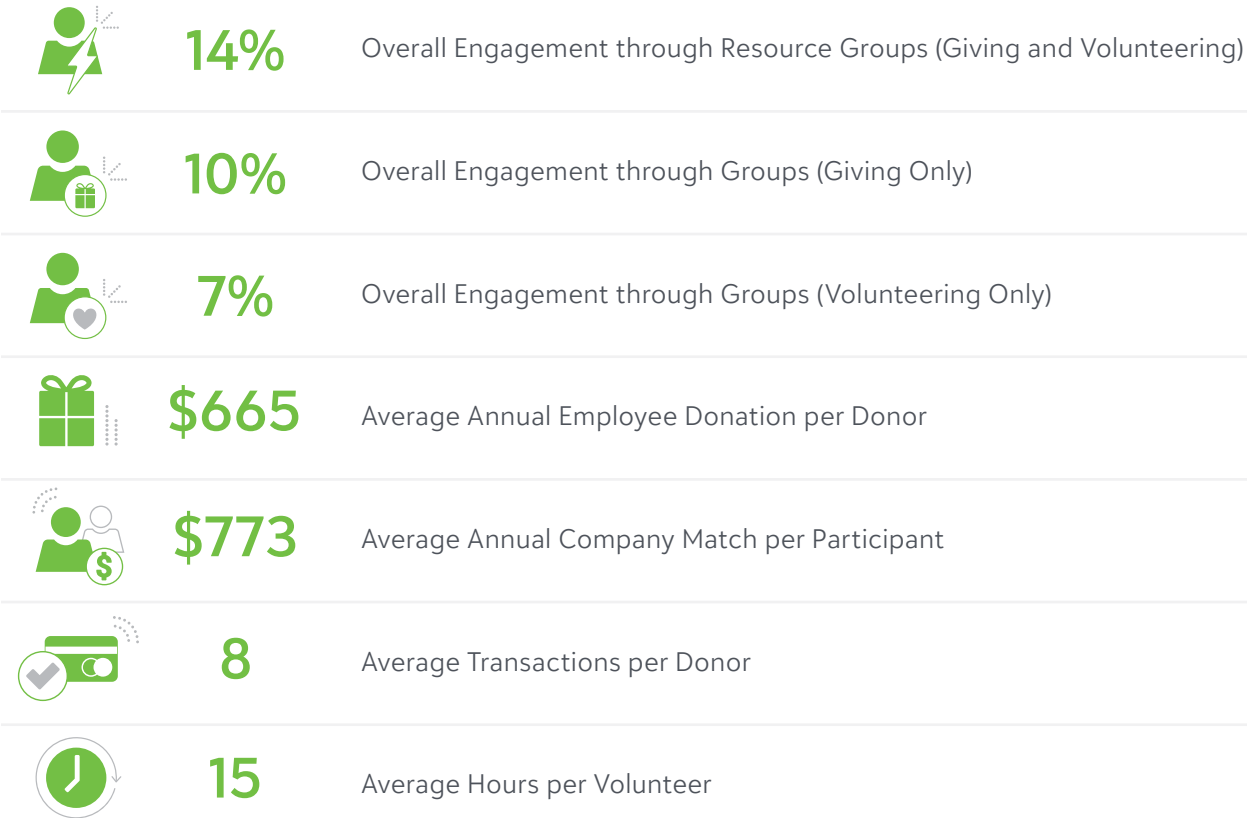
- 1 Education
- 2 Human Services
- 3 Philanthropy
- 4 Religion
- 5 Agriculture

Top Five Charity Types for Volunteering

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

Resource Groups

Resource Groups provide employees with similar interests a common place to share documents, send communications, and feature events. The chart below reflects 2020 engagement and participation data from companies who used Resource Groups.



How to start an Employee Resource Group

[LEARN MORE >](#)



Employee Volunteering Content Roundup

[LEARN MORE >](#)

Disaster Campaigns

A disaster strategy is a necessary and vital element of a company’s employee engagement and social responsibility programs. It is important to have guidelines clearly published and distributed in the event of a natural or man-made disaster. The data below shows the effectiveness of the programs executed in 2020. Disaster programs included campaigns for COVID-19, Social Justice or other disaster relief (earthquake wildfire, etc.)

\$9M+
2020 donations



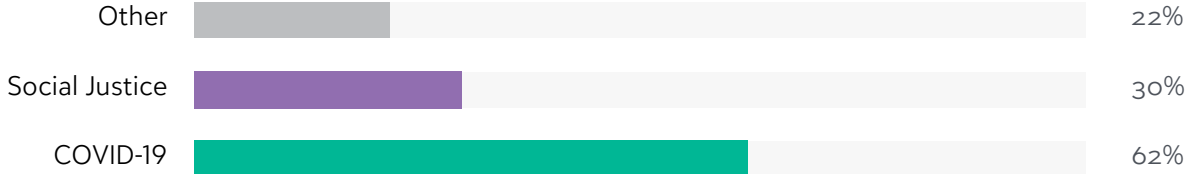
In 2020, over \$9M was donated to support disaster campaigns, this is an increase in over \$6.1M from 2019. The pie chart shows the percent of disaster relief campaigns funding COVID-19, Social Justice or other.

Percent of Disaster Campaign Donations

- 52% COVID-19 - \$4.7M
- 31% Social Justice - \$2.8M
- 17% Other (earthquake, wildfire, etc.) - \$1.6M

Percent of Charities Supporting Disaster Relief

This data show the percent of total charities that had efforts to support disaster relief by campaign type. The same charity could fall under multiple categories.



\$141
Average Donation for COVID-19

\$246
Average Donation for Social Justice

\$144
Average Donation for Other

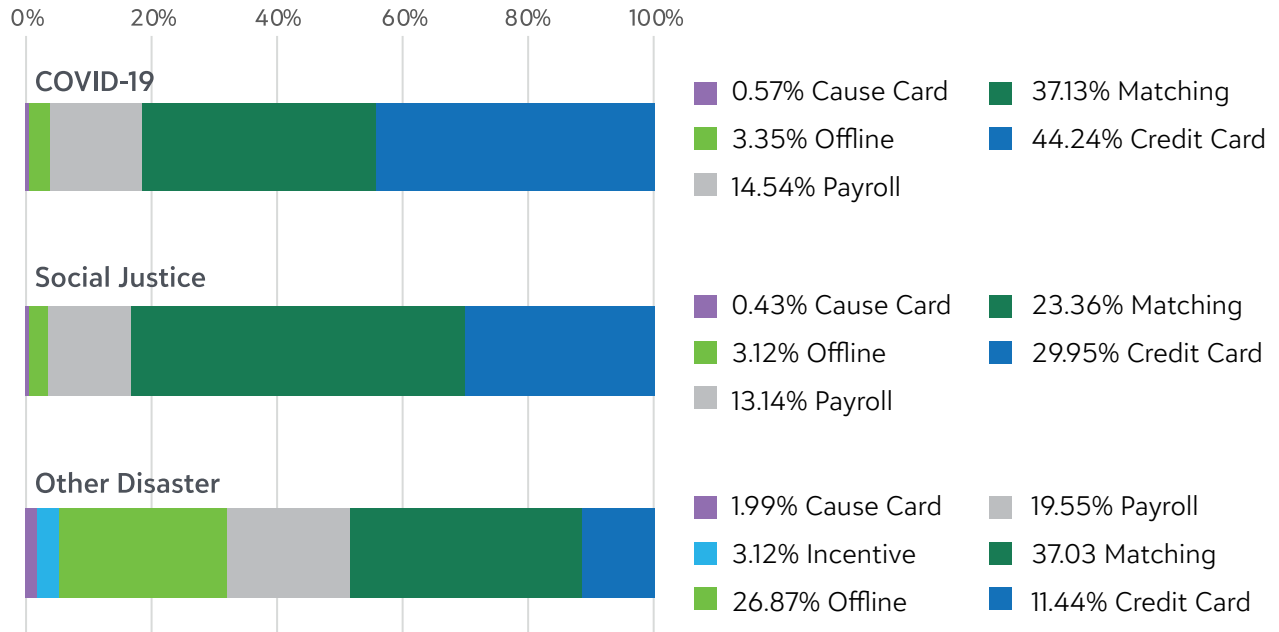
\$176
Average Company Match for COVID-19

\$548
Average Company Match for Social Justice

\$183
Average Company Match for Other

Donation Method Type per Disaster Campaign

Credit card or matching were the most popular donation methods for disaster relief campaigns.



Best Practices in Disaster Relief

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CSR's Role in Disaster Relief Response

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CUSTOMER SPOTLIGHT



Three Phased Approach to COVID-19 Relief

Prime Therapeutics provides drug management solutions that put people and patients first, partnering with Blue Plan partners to make a more intuitive and innovative health care network.

When COVID-19 first began impacting the United States, Prime Therapeutics' Corporate Social Responsibility (CSR) team set out to answer two early questions: 1) where is the greatest need at the moment? and 2) how do we best use our current funds and programs to solve this need? Prime's team quickly realized relief could not come from one approach, but instead required constant re-evaluation of stakeholder's needs, interests, and abilities to give back to provide the best COVID-19 relief plan.

We worked on keeping our programs fun and engaging with the same participation and donation despite being 100% virtual.

- Lauren Mitrenga, Human Resource Analyst



+\$4k
match requests for
COVID-19 donations

100%
virtual workforce
during this time

**Custom
Engagement
Elements**

LEARN MORE ►

SECTION
06



Trends by Industry

Industry Insights

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). Two new industries were added since the 2020 report, including Government Administration and Nonprofit Organizations.

6 out of 12 industries exceed the average annual employee donation per donor.

The average annual employee donation per donor is \$767. The top four industries that exceed the average include Nonprofit organizations, Government Administration, Energy, and Financials.

8 out of 12 industries exceed the average hours per volunteer.

The average hours per volunteer for 2020 was 16. The top three industries that exceed the average are Energy, Utilities, and Materials.

Engagement by Industry

Data includes domestic U.S. and global employees n = number of companies	Employee Sample Size	Employee Engagement (Giving/Volunteering)	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Hours per Volunteer
Communications n = 8	218,049	31.03% / 7.49%	\$235	\$369	18
Consumer Discretionary n = 45	622,746	8.62% / 5.02%	\$342	\$417	7
Consumer Staples n = 16	525,096	3.38% / 1.71%	\$713	\$728	19
Energy n = 23	233,594	13.50% / 3.35%	\$1336	\$1350	33
Financials n = 84	1,203,785	13.38% / 3.35%	\$1008	\$1044	16
Government Administration n = 2	11,913	11.79% / 10.36%	\$1415	\$1367	4
Healthcare n = 41	1,756,794	7.42% / 3.04%	\$668	\$653	15
Industrials n = 51	1,596,255	9.71% / 1.99%	\$903	\$869	26
Information Technology n = 45	1,088,047	8.80% / 9.31%	\$981	\$981	14
Materials n = 14	156,969	10.68% / 5.34%	\$537	\$451	20
Utilities n = 9	151,293	14.72% / 4.52%	\$731	\$731	26
Nonprofit Organizations n = 5	8,841	4.72% / 0.38%	\$6256	\$17,509	16

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. 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.



CUSTOMER SPOTLIGHT

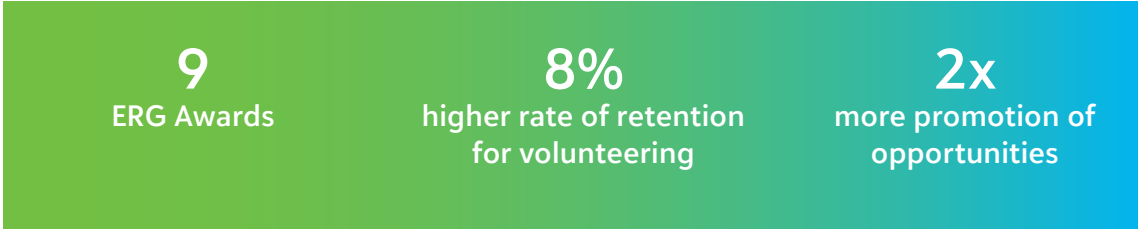


How Capgemini Recognized Employee Resource Group Contributions

Capgemini is another customer that went above and beyond in 2020 to harness employee engagement and reward employees that have kept their teams engaged in corporate philanthropic programs during what was, for many, a difficult and isolating year.

Capgemini’s corporate social responsibility programs have offered a focus on volunteering, environmental sustainability, diversity and inclusion, and groups, providing philanthropic outlets to employees with all-cause interests. As the pandemic worsened in the summer of 2020, Capgemini employee resource groups (ERGs) actually experienced greater attendance and event participation.

After pulling group stats through their employee engagement platform, Blackbaud’s YourCause CSRConnect™, the CSR team found that the ERGs were tracking more volunteering hours than any year before, were being promoted throughout the company two times more than normal, and were retaining members at an 8% higher rate.



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SECTION
07

Geographic Trends

Geographic Insights

The Geographic Trends section analyzes giving and volunteering program performances broken out by work location for all employees.

Company programs continue to span the globe.

Companies are continuing to offer employee engagement and social responsibility programs across the world. In this report, ~51% of companies evaluated have a global giving and/or volunteering element(s) to their program.

U.S. employees are donating more.

Domestic employees saw a \$100+ increase in average annual employee donation per donor and \$200+ increase in average annual company match per participant in 2020.

Geographic Engagement

Data includes all industries (domestic and global) n = eligible employee sample size	Domestic North America	Global
Employee Engagement	13.00%	6.00%
Employee Engagement Giving Only	13.68%	2.42%
Employee Engagement Volunteering Only	4.87%	4.91%
Average Annual Employee Donation per Donor	\$800 n = 5,341,374	\$362 n = 1,869,400
Average Annual Company Match per Participant	\$885	\$319
Average Transactions per Donor	9	3
Average Hours per Volunteer	18 n = 5,084,013	12 n = 1,826,568

Continent Insights

Asia continues to take the lead in volunteer engagement over all other continents.

Global engagement in giving and volunteering is heavily influenced by a region's economy, culture, and technological capabilities. Because of these factors, it is not surprising that culture and tradition positions volunteer engagement highest in Asia. Asia is the only continent that outperforms the volunteer engagement rate among all continents.

North America outperforms overall employee engagement.

Although Asia had the second highest overall employee engagement rate (7.17%), North America rose to outpace all other continents with an overall engagement rate of 12.89%.

North America maintains the top spot for giving engagement.

North America is the only continent that outperforms the giving engagement rate and overall engagement rate among all continents. There was a \$100+ increase in average employee donation for 2020 vs. 2019.

Engagement by Continent

n = number of companies s = average employee workforce	Africa n = 39	Asia n = 69	Europe n = 67	North America n = 150	Oceania n = 54	South America n = 50
Employee Engagement	2.78%	7.17%	5.16%	12.89%	6.58%	4.94%
Employee Engagement Giving Only	0.49%	1.76%	3.03%	13.05%	3.43%	1.43%
Employee Engagement Volunteering Only	2.46%	6.55%	3.69%	4.80%	4.83%	4.46%
Average Annual Employee Donation per Donor	\$1,132 s = 45,712	\$329 s = 766,923	\$266 s = 544,995	\$796 s = 5,701,047	\$272 s = 38,117	\$115 s = 113,976
Average Annual Company Match per Participant	\$856	\$277	\$304	\$875	\$265	\$210
Average Transactions per Donor	6	2	3	9	2	2
Average Hours per Volunteer	6 s = 45,321	9 s = 754,130	17 s = 529,250	18 s = 5,433,595	16 s = 36,227	13 s = 112,055

SECTION

08

Performance by
Employee Work Country

CUSTOMER SPOTLIGHT



2020 Global Employee Wellness Program

The impact of the pandemic and the change to working remotely quickly decreased the employee engagement rate at Finastra. The CSR team began looking for ways to motivate and engage employees in new ways.

Finastra's CSR Director, Jay Mukhey, worked with a few employees to test out mindfulness classes, which help employees get out of their headspace and have a positive mindset during a difficult time. Following the mindfulness sessions, there was an immediate increase in engagement and a 25% increase in employee adoption of their employee engagement platform, Blackbaud's YourCause CSRConnect™. It was evident that employees were still wanting to engage at work, they were just seeking a different kind of opportunity.

Finastra's CSR team quickly pulled together employee resource group leaders, ambassadors, and regional leaders to help launch a series of health and wellness events while remaining aware of the different interests, cause-areas, and global content their regional employees desired.

1,345
unique participants
in employee wellness
events

25%
increase in adoption
of the employee
engagement platform

10,200
hours contributed

LEARN MORE ►

Employee Work Country	Engagement Rate Giving	Engagement Rate Volunteering	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Gift Transactions per Gift Requester	Average Hours per Volunteer
Total	2.42%	4.91%	\$529	\$317	4	9
Afghanistan	0.00%	0.00%				
Aland	0.00%	0.00%				
Albania	0.00%	0.00%				
Algeria	0.11%	0.00%	\$500	\$500	2	288
American Samoa	20.00%	20.00%	\$5,150		3	
Andorra	0.00%	0.00%				
Angola	1.25%	0.18%	\$2,406	\$2,558	19	26
Antigua	0.00%	0.00%				
Argentina	1.28%	6.09%	\$634	\$422	2	19
Armenia	0.00%	0.00%				
Aruba	0.00%	0.00%				
Australia	3.65%	4.98%	\$264	\$263	2	15
Austria	1.04%	0.86%	\$138	\$182	2	32
Azerbaijan	0.00%	0.00%				
Bahamas	2.70%	1.76%	\$221	\$221	2	3
Bahrain	1.59%	0.00%	\$54	\$54	2	
Bangladesh	2.53%	12.57%	\$1,344	\$1,447	2	4
Barbados	1.32%	0.00%	\$50		1	
Belarus	0.60%	0.00%	\$90	\$180	4	
Belgium	0.92%	2.89%	\$166	\$251	2	19
Belize	0.00%	0.00%				
Benin	0.00%					
Bermuda	9.40%	6.10%	\$2,743	\$3,985	5	8
Bhutan		0.00%				
Bolivia	0.00%	2.94%				1
Bosnia and Herzegovina	0.00%	0.00%				
Botswana		0.00%				
Brazil	1.50%	4.31%	\$77	\$150	2	13
British Virgin Islands	0.00%	0.00%				
Brunei	0.00%	0.00%				
Bulgaria	0.48%	1.53%	\$26	\$111	1	5
Burkina Faso		0.00%				
Burundi	0.00%	0.00%				
Cambodia	0.00%	0.00%				
Cameroon	0.00%	0.00%				
Canada	7.15%	4.62%	\$577	\$457	6	12
Cayman Islands	0.00%	0.00%				
Chad	0.00%	0.00%				
Chile	0.86%	2.68%	\$67	\$282	2	10
China	0.67%	9.34%	\$219	\$182	2	8
Colombia	2.03%	4.94%	\$94	\$240	2	15
Costa Rica	0.74%	3.27%	\$50	\$143	1	12
Croatia	0.40%	0.40%	\$39	\$280	2	36
Cuba		0.00%				
Curaçao	0.00%	0.00%				
Cyprus	0.96%	0.00%	\$17	\$27	2	
Czech Republic	0.91%	1.87%	\$188	\$206	2	17
Denmark	2.82%	5.98%	\$142	\$137	1	14
Djibouti	0.00%	0.00%				
Dominica	0.00%	0.00%				
Dominican Republic	0.12%	0.74%	\$18	\$36	2	6
Ecuador	0.33%	3.54%	\$252	\$259	3	13
Egypt	0.34%	0.74%	\$144	\$155	2	13

Employee Work Country	Engagement Rate Giving	Engagement Rate Volunteering	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Gift Transactions per Gift Requester	Average Hours per Volunteer
El Salvador	0.00%	0.00%				
Equatorial Guinea	8.33%	8.33%	\$600	\$1,600	4	47
Eritrea	0.00%	0.00%				
Estonia	0.00%	0.00%		\$375	1	
Ethiopia	0.78%	0.00%	\$221		4	
Fiji	0.00%	0.00%				
Finland	0.77%	4.16%	\$141	\$243	3	8
France	1.84%	3.08%	\$334	\$338	2	12
French Polynesia	0.00%	0.00%				
Gabon	0.00%	0.00%				
Georgia	3.14%	0.00%	\$428	\$42	2	
Germany	2.40%	2.40%	\$200	\$237	2	18
Ghana	1.06%	0.00%	\$5,200	\$5,200	30	
Gibraltar	0.00%	0.00%				
Greece	1.81%	0.17%	\$104	\$157	2	2
Grenada	0.00%	0.00%				
Guam	0.00%	0.00%				
Guatemala	0.81%	0.39%	\$105	\$498	2	5
Guernsey	0.00%	0.00%				
Guyana	0.00%	0.00%				
Haiti	100.00%	0.00%	\$5,350		4	
Honduras	0.12%	0.00%	\$40	\$80	2	
Hong Kong	2.38%	2.73%	\$303	\$325	4	5
Hungary	1.85%	3.25%	\$87	\$342	2	28
Iceland	2.78%	16.13%	\$2,103	\$2,220	5	
India	1.82%	6.63%	\$117	\$215	2	10
Indonesia	0.78%	1.34%	\$86	\$124	3	4
Iran	0.00%	0.00%	\$2,233	\$2,233	5	
Iraq	1.85%	0.00%				
Ireland	9.51%	10.23%	\$186	\$253	3	14
Isle of Man	3.57%	0.00%	\$277	\$277	10	
Israel	8.29%	5.35%	\$450	\$373	3	23
Italy	2.42%	3.57%	\$138	\$219	2	49
Ivory Coast	0.00%	0.00%				
Jamaica	0.00%	0.37%				4
Japan	1.03%	2.29%	\$279	\$239	2	9
Jersey	0.00%	0.00%	\$119	\$121	3	5
Jordan	5.75%	0.92%	\$3,147	\$2,737	27	18
Kazakhstan	10.14%	1.59%	\$1,385	\$1,830	1	26
Kenya	1.75%	3.74%	\$695	\$1,215	2	
Kuwait	1.54%	0.00%				
Kyrgyzstan	0.00%	0.00%				
Latvia	0.89%	12.99%	\$404	\$694	2	4
Lebanon	4.97%	5.43%	\$387	\$398	2	7
Libya	0.00%	0.00%	\$188	\$262	2	8
Lithuania	0.46%	4.90%	\$229	\$111	2	4
Luxembourg	5.14%	2.86%				
Macau	0.00%	0.00%				
Macedonia	0.00%	0.00%				
Madagascar	0.00%	0.00%				
Malawi		0.00%				
Malaysia	4.48%	18.70%	\$52	\$128	2	8
Maldives		0.00%				
Mali		0.00%				

Employee Work Country	Engagement Rate Giving	Engagement Rate Volunteering	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Gift Transactions per Gift Requester	Average Hours per Volunteer
Malta	0.00%	0.00%				
Marshall Islands	0.00%	0.00%				
Martinique		0.00%				
Mauritania	0.00%	0.00%				
Mauritius	0.00%	0.00%		\$1	1	
Mexico	0.44%	2.35%	\$87	\$375	2	16
Micronesia	2.00%	0.00%	\$1		1	
Moldova		0.00%	\$1,354		12	
Mongolia	100.00%	0.00%	\$26	\$140	1	4
Montenegro	0.00%	0.00%	\$455	\$262	2	20
Morocco	0.53%	12.99%				
Mozambique	0.00%	0.00%				
Myanmar	0.00%	0.00%				
Namibia	0.00%	0.00%				
Nepal	0.00%	0.00%				
Netherlands	2.36%	3.81%				
Netherlands Antilles		0.00%				
New Caledonia	66.67%	0.00%	\$675		2	
New Zealand	1.58%	3.70%	\$333	\$328	2	25
Nicaragua	0.00%	0.00%				
Niger	0.00%	0.00%				
Nigeria	2.53%	0.10%	\$2,565	\$2,983	25	2
Norway	0.82%	1.25%	\$63	\$83	2	15
Oman	0.62%	0.00%	\$118	\$126	2	
Pakistan	0.47%	1.73%	\$154	\$335	2	5
Palau	0.00%	0.00%				
Panama	2.94%	31.69%	\$77	\$133	2	5
Papua New Guinea	0.00%	0.00%				
Paraguay	0.00%	13.33%				21
Peru	1.37%	5.24%	\$67	\$154	1	12
Philippines	1.10%	12.21%	\$55	\$158	1	5
Poland	0.93%	4.26%	\$107	\$164	1	8
Portugal	0.80%	3.21%	\$81	\$193	2	6
Puerto Rico	23.92%	0.86%	\$115	\$122	8	9
Qatar	2.55%	0.20%	\$923	\$906	2	2
Republic of the Congo	0.00%	0.00%				
Reunion	0.00%	0.00%				
Romania	2.73%	2.91%	\$61	\$98	2	20
Russia	0.41%	1.22%	\$147	\$177	2	5
Saint Kitts and Nevis	0.00%	0.00%				
Saint Lucia	0.00%	0.00%				
Samoa	0.00%	0.00%				
Saudi Arabia	0.74%	0.24%	\$217	\$224	2	2
Senegal	0.00%	0.00%				
Serbia	0.34%	0.48%	\$66	\$201	1	4
Seychelles	0.00%	0.00%				
Singapore	6.60%	7.61%	\$324	\$340	3	6
Slovakia	3.00%	20.14%	\$76	\$175	2	9
Slovenia	1.10%	0.54%	\$71	\$67	1	37
Somalia	0.00%	0.00%				46
South Africa	0.36%	0.57%	\$218	\$212	1	10
South Korea	1.10%	2.44%	\$702	\$312	2	3
Spain	2.32%	6.76%	\$188	\$226	2	12

Employee Work Country	Engagement Rate Giving	Engagement Rate Volunteering	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Gift Transactions per Gift Requester	Average Hours per Volunteer
Sri Lanka	2.44%	0.00%	\$505	\$508	2	690
Sudan	0.00%	0.00%				
Suriname	0.00%	0.00%				
Swaziland	0.00%	0.00%				
Sweden	1.99%	4.37%	\$160	\$408	3	20
Switzerland	3.22%	2.10%	\$463	\$576	3	9
Syria		0.00%				
Taiwan	4.06%	14.00%	\$438	\$394	3	11
Tajikistan		0.00%				
Tanzania	0.00%	0.00%				
Thailand	0.50%	1.54%	\$388	\$438	5	97
Trinidad and Tobago	1.75%	2.69%	\$165	\$153	3	9
Tristan da Cunha	0.00%	0.00%				
Tunisia	0.29%	0.00%	\$137		4	
Turkey	2.25%	0.64%	\$58	\$110	2	60
Turkmenistan	0.00%	3.45%				23
Turks and Caicos Islands	0.00%	0.00%				
Uganda	0.00%	0.00%				
Ukraine	0.94%	2.20%	\$22	\$66	2	1
United Arab Emirates	5.74%	2.63%	\$544	\$555	2	8
United Kingdom	4.43%	2.18%	\$391	\$454	4	23
United States	13.68%	4.87%	\$800	\$885	9	18
Uruguay	1.01%	1.09%	\$35	\$141	2	23
Uzbekistan	0.00%	0.00%				
Venezuela	0.98%	8.56%	\$1,718	\$881	1	7
Vietnam	0.39%	0.63%	\$44	\$83	3	8
Virgin Islands	0.00%	0.00%				
Yemen	0.00%	2.63%				36
Zambia	0.00%	0.00%				
Zimbabwe	0.00%	0.00%				



Blackbaud London employees volunteer with Richard House.



SECTION

09

Performance by
Employee Work State

CUSTOMER SPOTLIGHT



BOSCH
Invented for life

Bosch bridges giving and volunteering efforts at locations across the U.S.

With more than 100 U.S. locations and a heart for supporting STEM education, Bosch sought a corporate social responsibility solution that could provide a shared process for employee giving and volunteering programs. CSRConnect boosted ease, efficiency and enthusiasm.

Bosch started using the YourCause platform as a pilot program at three of its locations in 2019 and expanded the system to include all U.S. employees within a year. A variety of tools within CSRConnect help make their process easier. For example, Brad McKenna appreciates that the volunteer signup process asks employees willing to be in PR photos to give permission on the front end.

Each location is doing great work in the community, but everybody was working independently. We needed something that would help us have more alignment, a cohesive approach and the YourCause platform was going to be that tool. We saw that quickly.

-Brad McKenna, Corporate Citizenship Manager



1,314
sign-ups

23,707
logged volunteer hours

122
events

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U.S. Work State	Employee Engagement (Giving)	Employee Engagement (Volunteering)	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Transactions per donor	Average Hours per Volunteer
AK	10.13%	3.83%	\$694	\$805	7	27
AL	15.45%	2.42%	\$493	\$559	8	22
AR	7.21%	2.14%	\$514	\$964	7	13
AZ	10.98%	5.00%	\$722	\$745	7	15
CA	13.68%	3.12%	\$855	\$905	9	18
CO	12.14%	4.89%	\$577	\$591	7	15
CT	13.30%	5.19%	\$1,238	\$1,404	10	18
DC	17.96%	4.99%	\$1,613	\$1,476	7	15
DE	7.46%	5.67%	\$547	\$583	7	18
FL	12.75%	3.54%	\$475	\$486	7	15
GA	14.81%	4.25%	\$612	\$741	7	15
HI	4.40%	1.92%	\$330	\$797	7	13
IA	15.43%	6.94%	\$1,147	\$978	8	27
ID	13.81%	4.16%	\$419	\$457	8	23
IL	18.80%	4.56%	\$759	\$924	9	21
IN	9.46%	2.21%	\$572	\$804	13	19
KS	11.75%	4.63%	\$540	\$523	8	20
KY	9.11%	2.22%	\$451	\$530	10	21
LA	12.61%	3.16%	\$586	\$628	10	13
MA	14.86%	6.41%	\$790	\$801	7	13
MD	10.47%	3.48%	\$852	\$921	7	21
ME	13.61%	6.05%	\$753	\$801	6	19
MI	11.52%	10.01%	\$652	\$2,036	7	12
MN	17.26%	8.70%	\$931	\$823	9	18
MO	20.06%	5.22%	\$776	\$954	9	25
MS	15.28%	2.44%	\$376	\$707	10	27
MT	14.40%	7.02%	\$686	\$806	8	16
NC	16.93%	5.79%	\$877	\$748	14	24
ND	7.31%	4.12%	\$787	\$912	6	20
NE	9.40%	4.70%	\$785	\$753	7	15
NH	8.80%	3.92%	\$738	\$753	7	24
NJ	14.30%	5.90%	\$638	\$787	8	13
NM	12.58%	3.04%	\$502	\$481	11	16
NV	19.88%	2.19%	\$210	\$510	7	13
NY	16.09%	6.42%	\$1,217	\$1,146	7	14
OH	14.76%	3.35%	\$643	\$691	11	13
OK	12.39%	4.70%	\$596	\$1,022	9	30
OR	17.34%	5.99%	\$830	\$992	10	17
PA	12.10%	5.08%	\$1,232	\$1,147	10	15
RI	5.67%	4.49%	\$638	\$776	10	14
SC	11.74%	4.23%	\$516	\$565	9	24
SD	20.15%	10.52%	\$585	\$606	8	19
TN	17.91%	6.65%	\$707	\$546	8	11
TX	15.68%	5.25%	\$743	\$894	9	18
UT	9.35%	3.23%	\$686	\$478	6	20
VA	11.25%	3.78%	\$846	\$915	7	17
VT	10.82%	2.35%	\$613	\$908	6	29
WA	18.95%	3.40%	\$1,012	\$1,186	7	37
WI	11.85%	5.56%	\$937	\$975	10	24
WV	5.65%	2.65%	\$406	\$796	6	12
WY	8.54%	3.76%	\$510	\$791	7	16
TOTAL	13.68%	4.87%	\$800	\$885	9	18

Performance in the Top U.S. Cities

N = eligible employee sample size

Austin, TX

N: 36,480

Giving Engagement:	21%	(+6%)
Volunteering Engagement:	10%	(No Change)

Dallas, TX

N: 41,181

Giving Engagement:	28%	(-7%)
Volunteering Engagement:	8%	(-8%)

Indianapolis, IN

N: 20,711

Giving Engagement:	12%	(-4%)
Volunteering Engagement:	2%	(-1%)

Los Angeles, CA

N: 39,427

Giving Engagement:	18%	(-4%)
Volunteering Engagement:	3%	(-3%)

Philadelphia, PA

N: 27,278

Giving Engagement:	19%	(+1%)
Volunteering Engagement:	14%	(No Change)

San Antonio, TX

N: 36,923

Giving Engagement :	14%	(-2%)
Volunteering Engagement:	4%	(-4%)

San Francisco, CA

N: 34,862

Giving Engagement:	26%	(-6%)
Volunteering Engagement:	7%	(-7%)

Chicago, IL

N: 56,139

Giving Engagement:	22%	(+1%)
Volunteering Engagement:	7%	(-5%)

Houston, TX

N: 62,077

Giving Engagement:	17%	(-2%)
Volunteering Engagement:	7%	(-6%)

Jacksonville, FL

N: 18,103

Giving Engagement:	11%	(-1%)
Volunteering Engagement:	7%	(-3%)

New York, NY

N: 69,239

Giving Engagement:	24%	(+2%)
Volunteering Engagement:	9%	(-2%)

Phoenix, AZ

N: 31,588

Giving Engagement:	9%	(No Change)
Volunteering Engagement:	6%	(-2%)

San Diego, CA

N: 39,667

Giving Engagement:	15%	(-6%)
Volunteering Engagement:	4%	(-3%)

San Jose, CA

N: 21,203

Giving Engagement:	25%	(+4%)
Volunteering Engagement:	3%	(-4%)

SECTION

10

For one night I can give
up the comforts of home
knowing it can help the young
people who need it most ♡

Payment Processing

Engagement Insights

The following data is a comprehensive review of all companies processing payments within CSRConnect over a two-year period.

Charities recognize the efficiencies and effectiveness of receiving donations through the automated clearing house (ACH) payment. There was tremendous growth in the number of charities taking advantage of this payment processing method in 2020.



8%[▲]
increase in
payments

In 2020, there was a 8% increase in payments disbursed through ACH.



**ACH
vs.
Check**

For every 5 payments delivered **2 are made via ACH** or 39% of all payments delivered.



51%

in 2020 51% of all dollars were delivered via ACH



Blackbaud employees participate in a virtual volunteering event with Goodera to record audio-books for children with special needs supported by the Samarthanam Trust for the Disabled.

2020 CHARITABLE GIVING REPORT



This year's Charitable Giving Report explores giving trends in what must be considered one of the most transformational years the social good sector has seen in a long time. The report leverages the largest data set of giving and donor trends to help organizations understand the past and prepare for the future.

The overall and digital giving trends in 2020 would be considered quite remarkable in a typical year. But as we all know, **2020 was interrupted by dramatic global events, an economic rollercoaster, withering wildfires and other natural disasters, unprecedented strains on the healthcare system, surging social movements, and political uncertainty. Despite all these headwinds, the generosity of people rose to meet the multitude of challenges.**

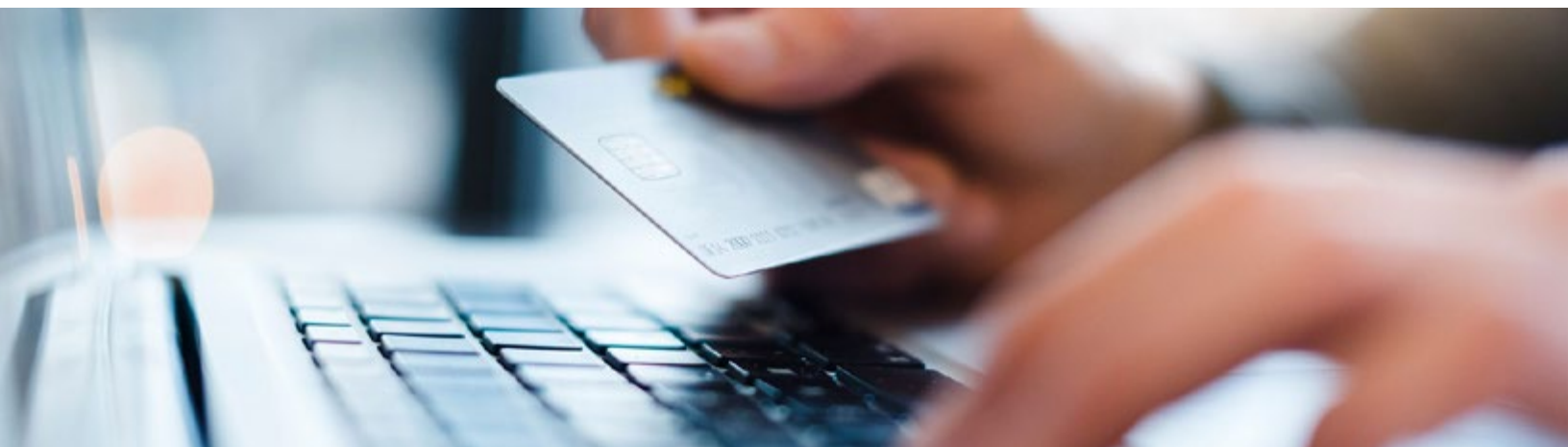
\$40B+
amount of charitable giving tracked

8,800+
of organizations in the index

2%
overall giving increase in 2020

21%
online giving increase in 2020

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SECTION

11

Overall Methodology

RESOURCE HIGHLIGHT

Starting Your ESG Reporting Journey

– Author: Rachel Hutchisson, VP
Global Social Responsibility at
Blackbaud

If you're a social responsibility professional like me, sustainability reporting is on your mind. I literally don't go a day without seeing something new pop into my inbox about Environment Social Governance (ESG). It might be a report issued by another company, a seminar on how to tackle thinking about a key material issue, or a question from a peer asking, "How do I get started?"

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Overview

To construct the eighth edition of the *Industry Review*, data was collected from companies with at least two years of usage within the CSRConnect system. The analysis only considered data from January 1, 2020, to December 31, 2020, except where otherwise noted. The data is not a reflection of any one specific organization, but rather a broad overview of all data collected from users over a period of 12 months.

Data

The complete analysis only considered data captured within the CSRConnect system that is currently stored within the active database. Additional data points referenced within the Standard Industrial Classification (SIC) were used to identify each organization's industry. At no time was external data used to support the analysis.

One might note there are some drastic differences between previous industry reports and this edition—specifically as it relates to global employees and the donation distribution as it relates to region. Because the data used is from active CSRConnect and GrantsConnect clients, the underlying customer sample has changed significantly between January 1, 2015 to December 31, 2020.

Guiding Principles

Transparency: The topics covered within this *Industry Review* were influenced by questions most frequently asked of CSRConnect and GrantsConnect customers, prospects, or industry peers. It is our goal to transparently display this data (and consequently, the responses to such questions) within a common document for the industry to observe without bias.

Design: Great design makes plain old data exciting! The creation and purpose of this *Industry Review* is to bring excitement and enthusiasm to this space by way of the data we uncover. The team responsible for this *Industry Review* has placed a considerable amount of time creating visual appeal while maintaining data integrity.

Foundation Building: With this edition complete, a foundation of data is now in place to serve as a baseline for future publications and enable our team to determine trends from the prior 12 months. Moving forward, subsequent publications will reference previous *Industry Reviews* and seek to analyze possible short- and long-term trends.

Limitations and Assumptions

All conclusions are extracted from direct historical data managed internally during the January 1, 2020 to December 31, 2020 time-frame. By way of the total volume of records being analyzed, we are able to determine, with a 95% confidence level, the conclusions stated within this review are accurate.

- For industry-wide averages, it is important to note that all 'zero value data' were excluded within the calculations, eliminating unintentional adverse impacts on averages.
- Individual users entering large volumes of hours for a single day's event may skew average volunteer hours.
- Average volunteer hours represent the average number of hours logged in a calendar year.

Domestic Regional Breakdown

Northern Region (N): Minnesota, Michigan, North Dakota, South Dakota, Montana, Wisconsin, and Wyoming

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

Western Region (W): Idaho, California, Washington, Arizona, Utah, Oregon, Nevada, Alaska, and Hawaii

Midwest Region (MW): Nebraska, Iowa, Illinois, Kentucky, Kansas, Missouri, Indiana, and Colorado

Southern Region (S): Texas, New Mexico, Oklahoma, Tennessee, Louisiana, Arkansas, Florida, Alabama, and Mississippi

Industry Categorization

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

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

Consumer Staples: Consumer Products, Food and Beverage, Retail Staples, Supermarkets, Tobacco

Energy: Exploration and Production, Integrated Oils, Oil and Gas Services, Pipeline, Refining, Renewable Energy

Financials: Banking, Commercial Finance, Consumer Finance, Financial Services, Life Insurance, Property and Casualty, Real Estate

Health Care: Health Care Facilities and Services, Managed Care, Medical Equipment and Devices, Pharmaceuticals

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

Materials: Chemicals, Construction Materials, Construction and Packaging, Forest and Paper Products, Metals and Mining

Technology: Communications Equipment, Hardware, Software and Services

Utilities: Electric and Gas Utilities and Energy Providers

Government: Sovereign, Government Agency, Government Regional/Local, Supranational, Development Bank

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 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 qualified participants the ability to donate on behalf of the company to a charity of their choosing.

Charity Administrators: An employee of a charity who undertakes a variety of administrative tasks within the NPO portal.

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

Confidence Level: The percentage of all possible samples that can be expected to include the true population parameter.

Contributions: A donation to a common fund or collection.

Descriptive Statistics: Summaries that calculate the “middle” or “average” of the data. These are called measures of central tendency.

Disaster Programs: A systematic course of activities surrounding a specific human or natural disaster to encourage employee engagement and assistance.

Dollars-for-Doers: An incentive program that rewards volunteers with a donation to an organization on behalf of the company in recognition of the employee’s volunteer activities.

Employee Engagement: Broken out into two distinct categories: a) donor engagement, defined by those who donated through the company’s program; and b) volunteer engagement, defined by those who have participated in a volunteer event.

Incentive: A type of company match for participation in employee engagement programs. Incentives can be earned through volunteer activities, such as team events or individual volunteer activity, or issued individually to an employee based on activity in a program ran outside of the CSRConnect system.

Match Cap: A limit in the amount of additional donation dollars a party is willing to contribute to an individual’s donation.

Median: The value placed in the middle of a set of values.

Metrics: Quantitative measurements used to track performance.

Mode: The value that occurs most frequently within a set of numbers.

NPO Portal: A free portal for nonprofits to administer their charity pages and engage with corporate clients and their employee networks worldwide.

Offline Giving: A donation made by cash or check transacted outside of the system and logged within CSRConnect by the donor.

Participant: An employee who has volunteered for at least one event through the platform and/or has made a single monetary donation. To calculate participation rates, the formula divides participating individuals by the total eligible individuals per company.

Payroll Giving: A scheduled deduction directly from an individual’s paycheck for distribution to a specified nonprofit organization.

Redemption (monthly/seasonal): An act of redeeming an incentive, usually earned through participation within a specific employee program, in the form of a donation to a qualified nonprofit organization.

Transaction: A unique donation performed within CSRConnect Employee Engagement.

Volunteer Grants: An incentive program offered to an employee allowing them to earn a donation, made by the company on the individual’s behalf, to the organization for which they volunteered.

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