

2024 | ISSUE 12

CSR Industry Review

Analysis and data on employee engagement program trends and corporate philanthropy from the Global Good Network™

THE MISSION

Since 2015, the *Industry Review* has been developed to provide corporations insight into employee engagement, corporate giving and grantmaking, community involvement, diversity and inclusion, and social responsibility. Observations of key learnings and trends throughout this report were analyzed through data collected within the YourCause® CSRconnect® and GrantsConnect® platforms. The 2024 report consolidates and details data collected between January and December 2023.

Our team set out to identify shifts in employee philanthropic behavior, as well as trends in program elements offered by companies to their employee population. All findings are dispersed and shared with the employee and social responsibility community to ensure they are equipped with the latest research from this space. As part of an expanded perspective on corporate impact, we also offer a snapshot of data related to the EVERFI® from Blackbaud® workplace training and K-12 education solutions.

This report continues to provide insights that help companies large and small craft programs that fit into their company culture and drive employee engagement that creates social impact around the world.

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WHAT TO KNOW

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, 2023, from 412 companies within our client base. For a full explanation of our analytical approach reference the Overall Methodology section at the end of the report.

Terms to Know

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

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

Employee Engagement: Broken out into two 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 event through the platform and/or have made a single monetary donation. To calculate participation rates, the formula divides participating individuals by the total eligible individuals per company.

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

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

Transaction: A unique donation performed within CSRconnect.

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

INTRODUCTION

I am thrilled to welcome you to our 12th Industry Review, which provides insights into key employee engagement and corporate social impact trends seen across hundreds of companies, and millions of global employees, each year.

Whether you are looking to benchmark your social impact programs against your industry peers, or to glean insights into how other organizations are driving up participation and extending the reach of their programs, the data-driven learnings from this report can be of significant value. In my role as a subject matter expert in social responsibility, I look forward to exploring how the changes in employee giving, volunteering, and the broader philanthropic landscape can be translated into action, as we all work to inspire engagement and drive meaningful impact within our communities.

The past few years have been challenging to say the least, with record levels of workplace disengagement, stress, and burnout, geopolitical conflicts, economic uncertainty, natural and manmade disasters, and the emergence of extraordinary new technological advancements in things like Artificial Intelligence (AI) that brings both promising innovation and a consideration of potential risks.

Yet, despite the increased external pressures, we saw an increase in overall volunteer engagement and steady participation in giving programs globally, reinforcing the idea that employees see value in prioritizing giving back to their communities and those in need.

We also know that employees across the globe are looking for a diverse array of engagement activities to give back.

For example, companies that provided both volunteering and giving programs continued to see much higher levels of engagement, at almost double the participation rate. Interestingly, although we saw an increase in engagement overall, it was the smaller companies (with 1–1,000 employees) that led the charge in 2023, with an over 40% volunteering engagement rate.

Organizations made several rapid program adaptations during the pandemic to keep employees and communities connected, such as the widespread adoption of virtual volunteering. As organizations now look to meet the expectations of in-person, hybrid, and remote work environments moving forward, we were not surprised to see a continued trend toward more in-person volunteer engagement in 2023.

I hope you can take some time to dig into all the incredible insights in this year's report and reflect on how some of these key trends show up in your own programs and organization today. More importantly, I hope you come away with a sense of encouragement and affirmation that the work you are doing through your programs and the contributions of your people is truly making a difference, each and every day.

Thank you for everything you are doing to put humanity back at the center of this vital corporate social impact work and to inspire good around the world.



Andrew Troup

Director of Giving and Engagement,
Corporate Impact at Blackbaud

KEY INSIGHTS

We continue to connect companies in the Global Good Network™ to each other by providing data and insights that help CSR leaders make decisions about how to build and grow their programs.

We highlight a few key metrics on this page from the findings on programs from participating clients using CSRconnect and/or GrantsConnect. Fifty-nine percent of companies evaluated using CSRconnect have global employees.

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

Findings on this page and in this report are from a subset of the entire client and employee population and evaluate program data from January - December 2023.

412 participating companies

7M+ over 7 million employees from participating companies



104

number of countries where employees engaged in social impact



\$1,140

average gift per donor including company match dollars



8.27M

number of hours volunteered by employees from companies evaluated



\$545M+

over \$545 million in grants were awarded from clients using GrantsConnect in 2023



87%

of volunteering hours were in-person, an increase from 2022



45%

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

EVERFI WORKPLACE TRAINING

EVERFI from Blackbaud's digital workplace trainings help organizations empower employees with the skills they need to build a better workplace culture through impactful content and compliance expertise, delivered on an easy-to-use platform.

In 2023, 1.99 million courses were assigned to learners at over 1,000 organizations, compared to 1.5 million courses in 2022. That's a 29% increase in assignments.

The most popular courses in both 2022 and 2023 were on the topics of Preventing Harassment and Discrimination, and Diversity, Inclusion, and Belonging.

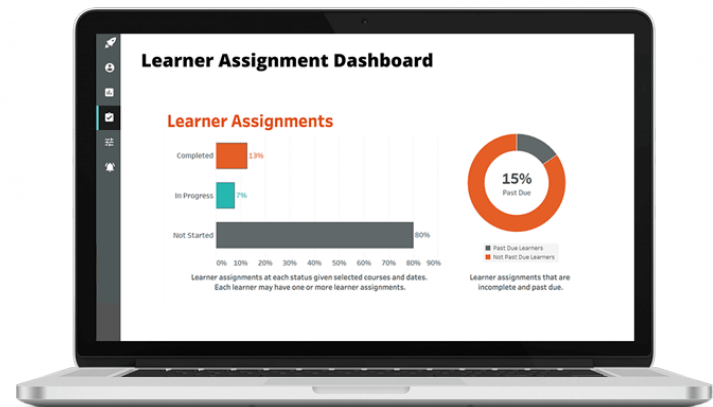
In both 2022 and 2023, most organizations assigned at least four courses to their employees across a range of workplace culture topics.

Impact usage from Preventing Harassment and Discrimination 2023:

97% of learners say they are motivated to promote a positive workplace culture.

90% of learners agree that the course made them feel better equipped to report harassment and discrimination

94% of learners say they are confident in their ability to intervene effectively if they witness harassment

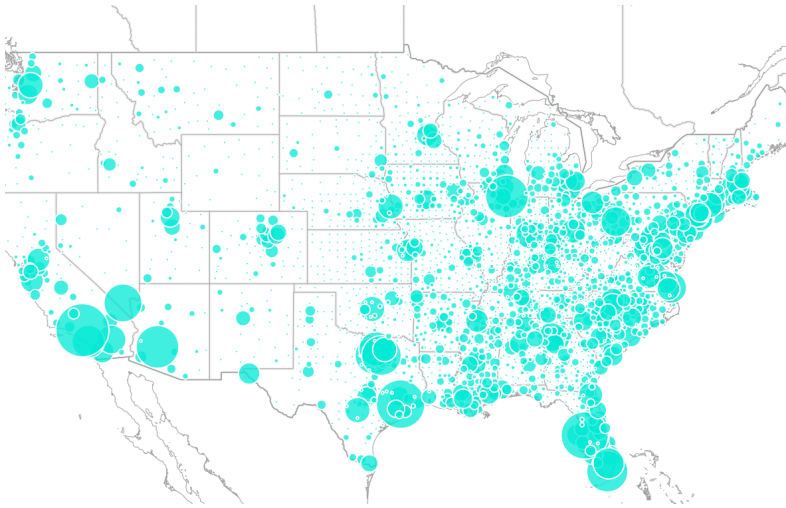


Browse Workplace Training Solutions

[LEARN MORE >](#)

EVERFI K-12 EDUCATION

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



- 5.8+ million student enrollments
- 24,000+ active K-12 schools
- 50,000+ teachers
- 43% of active schools are low- to moderate-income (LMI)

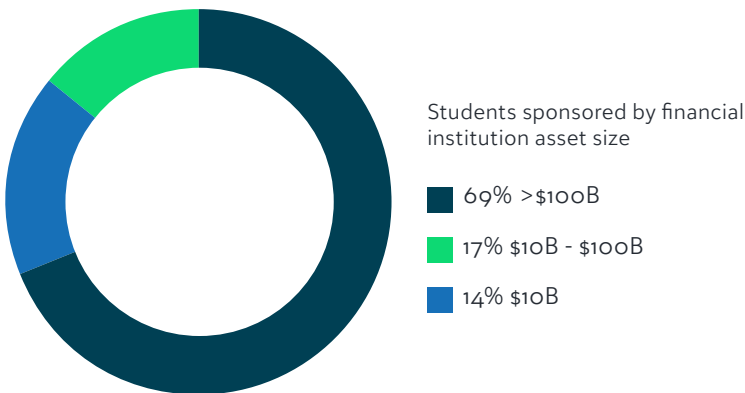
The heat map shows data from 2022-2023 academic year concentration of active schools.

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

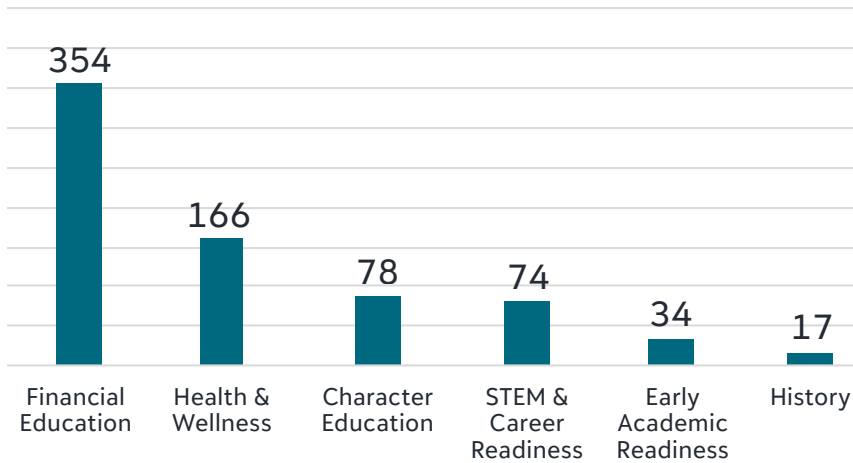
Financial Education

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

The pie chart shows the percent of learners enrolled for financial education in K-12 schools sponsored by financial institution asset size during the 2022-2023 school year.



Number of Sponsor Organizations by Course



Critical Skills Education

Over the past 15 years, EVERFI has expanded the scope of critical skills education offered. In 2023, many Fortune 500 companies and organizations across all industries, from financial institutions to global sports leagues, enabled a wide variety of critical skills education opportunities in K-12 schools.

Average Net Promoter Score among teachers, across all courses: 68.8



Browse Courses Available for Sponsorship

[LEARN MORE >](#)



NFL Promotes Healthy Relationships Through Character Playbook

[LEARN MORE >](#)

SECTION

01 Global Employee Engagement

Insights

► **More employees engaged in volunteering, while giving remains steady.**

There was an increase in volunteering engagement rates across employee types since 2022, and giving engagement was relatively stable. This led to an increase in the combined engagement rate.

► **In-person volunteering engagement continued to rise.**

87% of total volunteer hours were in-person, and the percentage of virtual hours decreased across all employee types. This marks a steady downwards trend since the initial surge of virtual volunteering during the height of the pandemic.

Engagement Rates and Giving by Employee Type

The data reviews global employee engagement rates for giving and volunteering as well as the average donation, company match per donor and volunteer hours per employee.

	Full-Time n = 6,227,900	Retiree n = 95,578	Contractor n = 256,409
Combined Engagement	13.18%	8.62%	8.90%
Giving Engagement	10.25%	8.41%	5.03%
Volunteering Engagement	10.09%	1.12%	9.06%
Average Annual Employee Donation per Donor	\$709	\$2,742	\$653
Average Annual Company Match per Participant	\$753	\$1,943	\$370
Average Transactions per Donor	8	6	10
Average Hours per Volunteer	13	78	14

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

Volunteer Hours by Group Size

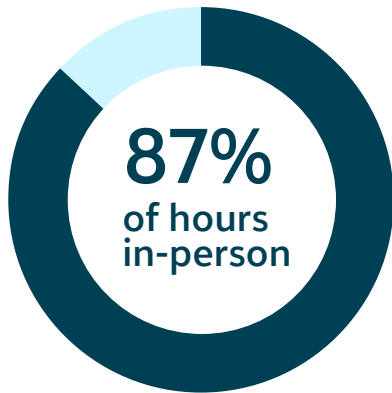
	Individual Avg. Hours	Small Team Avg. Hours	Medium Team Avg. Hours	Large Team Avg. Hours
Full-time	32.5	6.0	5.1	4.2
Retiree	91.1	8.5	4.8	3.6
Contractor	33.6	5.5	4.8	2.8

The table shows the average hours of employees that participated in a group or individual volunteer event. Group size is based on the number of participants: Individual (not a team event), Small Team (2-10), Medium Team (11-50), Large Team (51+).

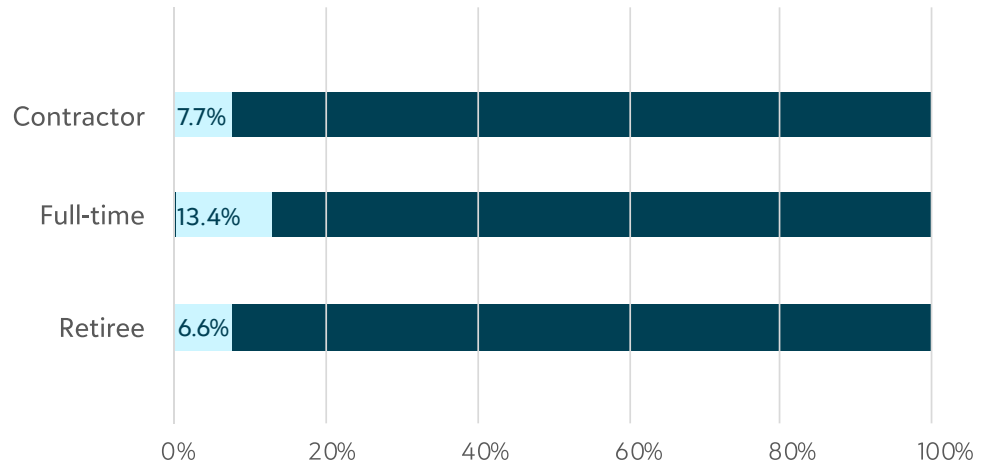
Virtual vs. In-Person

In-person volunteer hours continue to increase. The pie chart shows the percentage of virtual vs. in-person for all volunteer hours. The bar chart represents the percentage of hours that were virtual by employee type.

Total Hours



% Hours Virtual by Employee Type



Blackbaud volunteers assisted Bread for the City in DC with meal sorting, packing, and distribution in their food pantry.

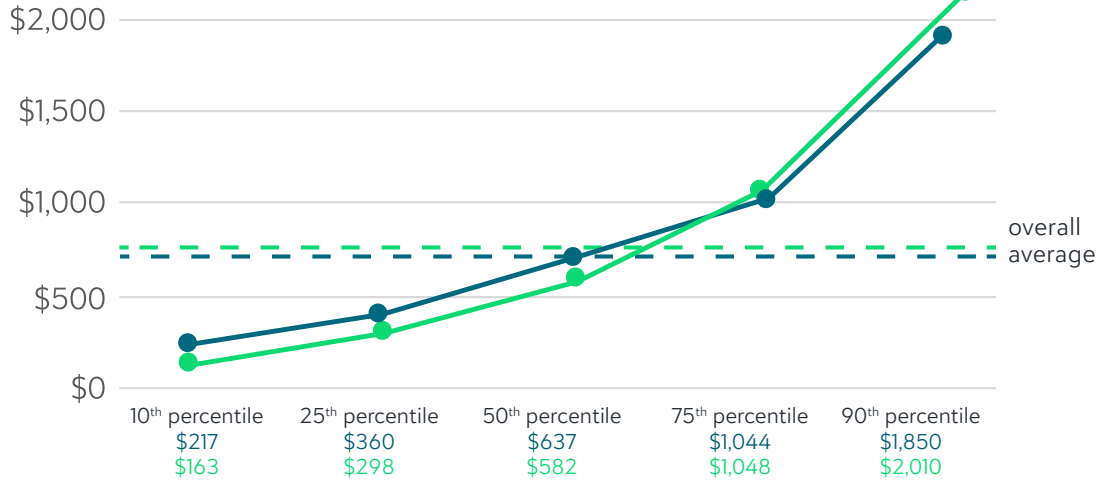




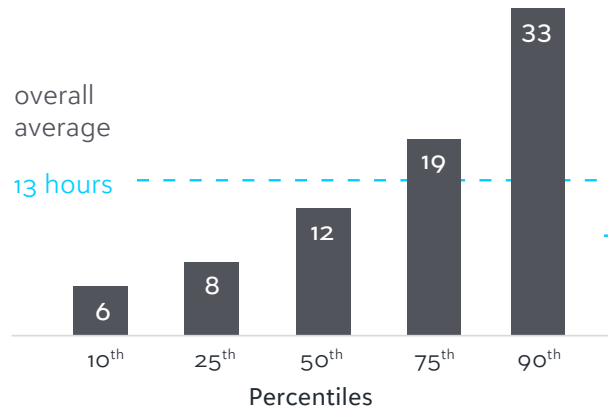
The average annual employee donation was \$727 and the average total company match was \$753.

Distribution of Average Annual Employee Donations and Company Dollars

- Employee donation
- Company Dollars (matching gifts, Cause Cards, Incentives and Dollars for Doers)



Distribution of Average Annual Hours per Volunteer



Volunteering engagement increased, which means more employees participated, while average hours per volunteer remained relatively stable across each percentile.

Engagement Rate Distribution

The data reviews 2023 global engagement rates for all employees.

	Combined Engagement	Giving Engagement	Volunteering Engagement
10th Percentile	3.1%	2.3%	1.4%
25th Percentile	7.6%	5.1%	3.6%
50th (Median)	17.3%	10.6%	11.2%
75th Percentile	33.7%	20.6%	28.2%
90th Percentile	57.8%	32.8%	53.7%

Volunteer engagement rates increased while giving engagement remained stable.

The higher volunteering engagement this year is reflected by larger increases at the top percentiles of the distribution.

Evaluating CSR Technology?

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

[Download](#)



CSR Software Buyer's Guide

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Donor Profile

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

	Large Donor Who Donate over \$1k Annually:	Small Donor Who Donate less than \$1k Annually:
Average Employee Donation	\$3,658	\$181
Average Company Match	\$3,130	\$272
Average Transactions	15	7

20x



Large donors gave 20x more than the small donors.

One Transaction vs. Multiple Transactions

The data compares 2023 giving for employees who had one transaction compared to employees who had multiple transactions.

Employee Engagement (Giving data regardless of new hire or tenured employee)	ONE TRANSACTION	MULTIPLE TRANSACTIONS
Giving Engagement	3.2%	5.7%
Average Gift per Donor Including Company Match	\$777	\$1,531
Average Number of Transactions	1	12



Employees who made multiple donations **gave 2x more** than employees with 1 donation.

SECTION

02 Enterprise Engagement Trends

Insights

► **Uncover innovative strategies across volunteering, giving, and grantmaking.**

Discover how Berkshire Bank, Northern Trust, and Crowe LLP have successfully driven employee engagement and social impact in 2023.





Xtraordinary Impact: Berkshire Bank's Consistent Engagement

HIGHLIGHTS

- 1 89% Volunteering Engagement
- 2 360-degree nonprofit partnerships
- 3 Flexible micro-volunteering opportunities
- 4 CRA-eligible community programs

Berkshire puts its values into action to help communities achieve their potential by providing employees with 16 hours of paid time off to participate in a wide variety of community service projects during regular business hours. The bank also hosts a signature day of community service, Xtraordinary Day, when it closes all bank branches and offices for the afternoon to encourage all employees to work on projects in the communities the bank serves. Since 2019, Berkshire's employee participation rate has consistently ranged between 80% to 100%, nearly three times the national average. Those same employees have contributed hundreds of thousands of volunteer hours valued at millions of dollars to lift-up its communities.

The company achieved **89% volunteer engagement rate in 2023**. We interviewed Lindsay Codwise, Community Programs Officer, to learn how Berkshire Bank attain such consistent results.

[READ THE INTERVIEW](#)

Engagement Rates and Giving by Enterprise Size

This section evaluates employee engagement by segmenting companies by employee population size. Company size was determined by human resource reports on the number of employee records.

Data grouped by workforce size n = number of companies	1-1,000 n = 58	1,001-5,000 n = 123	5,001-10,000 n = 56	10,001-50,000 n = 102	50,001-100,000 n = 24	100,000+ n = 11
Combined Engagement	38.09%	27.52%	21.32%	15.61%	13.66%	8.75%
Giving Engagement	23.35%	16.5%	10.2%	9.2%	10.5%	10.2%
Volunteering Engagement	40.79%	24.84%	17.38%	11.44%	8.43%	5.08%
Average Annual Employee Donation per Donor	\$1,690	\$844	\$712	\$707	\$801	\$622
Average Annual Company Match per Participant	\$3,501	\$735	\$619	\$837	\$717	\$619
Average Hours per Volunteer	20	13	12	13	9	17
Percentage of Virtual Volunteer Hours	10%	10%	13%	18%	13%	9%



Smaller employee sized companies led the charge this year, with over 40% volunteering engagement.



Achieving Greater Together: Northern Trust's Global Impact

HIGHLIGHTS

- 1 69.1% year-on-year growth in total volunteer hours
- 2 Global Month of Service
- 3 Giving back is part of the culture
- 4 International committee of CSR ambassadors

Northern Trust has a long history and tradition of giving back to their communities that began with the founder Byron L. Smith. In 1893, Mr. Smith seeded a relief fund for victims of a devastating fire that broke out during the construction of the World's Fair. Under Mr. Smith's leadership, Northern Trust's charitable footprint grew and helped establish Chicago civic and cultural pillars such as The Art Institute of Chicago, The Field Museum, United Way of Metro Chicago, and many more. Northern Trust and its employees have continued their tradition of giving. Over the past 10 years, Northern Trust has donated more than \$170 million to charitable causes worldwide; and Northern Trust employees have volunteered more than 1 million hours.

Northern Trust provides corporate donations and grants, employee volunteer grants, paid volunteer time off, disaster relief, volunteering (including in-person, virtual, and micro volunteering). The company had **69.1% year-on-year growth in total volunteer hours in 2023**. We interviewed Audri Coffey, Second Vice President, Corporate Philanthropy Program Officer, to learn how Northern Trust achieved such success in engaging their global workforce.

[READ THE INTERVIEW](#)

2023 Global Month of Service

700+ events

53,000 hours

1,700+ charities

Volunteer Hours by Group Size

Volunteer hours for the largest companies shifted towards smaller teams and individuals.

As organizations look to meet the expectations of remote or hybrid work environments, even larger companies may value the flexibility of individual or small team volunteering events.

	Average hours per volunteer			
	Individual	Small Team	Medium Team	Large Team
1-1,000	27.6	6.0	4.3	2.3
1,001-5,000	27.2	5.7	5.0	2.9
5,001-10,000	34.6	5.6	4.5	4.6
10,001-50,000	28.8	6.3	5.1	5.0
50,001-100,000	30.5	5.4	4.2	3.4
100,000+	43.5	7.0	6.3	3.8

Group size is based on the number of participants: Individual (not a team event), Small Team (2-10), Medium Team (11- 50), Large Team (51+).

Northern Trust employees in India volunteering at an animal care facility.



Percentile Ranking for Engagement Rates

This table provides average combined, giving and volunteering engagement rates by enterprise size at each percentile ranking. Companies can benchmark where their programs align with their peers.

The top 25% of companies across all enterprise sizes exceed the overall average combined engagement rate.

Companies at the 75th percentile exceed the overall average combined engagement rate of 13.6%.

n/a = not applicable	1– 1,000	1,000– 5,000	5,001– 10,000	10,001– 50,000	50,001– 100,000	100,000+
Combined Engagement						
10 th percentile	13.3%	5.1%	3.9%	2.1%	1.3%	2.2%
25 th Percentile	20.1%	9.6%	8.8%	4.8%	3.7%	3.0%
Median	30.5%	21.6%	16.8%	11.5%	7.1%	6.3%
75 th Percentile	71.1%	40.6%	29.0%	21.2%	15.4%	16.6%
90 th Percentile	82.0%	57.7%	49.0%	47.9%	38.7%	18.7%
Giving Engagement						
10 th percentile	10.1%	4.8%	2.8%	1.3%	1.9%	3.3%
25 th Percentile	16.7%	7.9%	4.4%	2.9%	3.0%	5.8%
Median	22.0%	12.4%	7.6%	6.7%	5.7%	9.0%
75 th Percentile	33.5%	24.4%	13.3%	12.9%	11.3%	13.5%
90 th Percentile	66.8%	31.6%	20.0%	24.1%	31.4%	14.9%
Volunteering Engagement						
10 th percentile	5.6%	2.6%	1.5%	0.9%	0.6%	2.2%
25 th Percentile	21.4%	6.1%	5.2%	2.3%	1.6%	2.6%
Median	37.0%	21.5%	10.0%	5.8%	4.4%	3.4%
75 th Percentile	76.5%	38.3%	21.5%	15.0%	10.4%	5.3%
90 th Percentile	89.9%	61.7%	44.9%	34.6%	19.5%	13.5%

Percentile Rankings for Giving and Volunteering

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

Median data of smaller companies exceeds overall averages.

Companies with 1-1,000 employees are the only company size for which the median is greater than the overall averages of all companies, across employee donations, company matches, and volunteer hours.

n/a = not applicable	1- 1,000	1,000- 5,000	5,001- 10,000	10,001- 50,000	50,001- 100,000	100,00+
Employee Donation per Donor						
10 th Percentile	\$246	\$247	\$227	\$211	\$271	\$194
25 th Percentile	\$353	\$408	\$300	\$409	\$431	\$222
Median	\$750	\$632	\$593	\$618	\$701	\$246
75 th Percentile	\$1,986	\$1,000	\$837	\$970	\$919	\$1,101
90 th Percentile	\$3,768	\$1,753	\$1,381	\$1,363	\$1,475	\$1,246
Company Match per Participant						
10 th Percentile	\$234	\$134	\$153	\$179	\$225	\$154
25 th Percentile	\$355	\$256	\$261	\$392	\$279	\$240
Median	\$757	\$492	\$421	\$725	\$594	\$401
75 th Percentile	\$2,518	\$943	\$746	\$1,141	\$710	\$817
90 th Percentile	\$5,871	\$1,663	\$1,341	\$1,984	\$1,569	\$1,224
Hours per Volunteer						
10 th Percentile	8	6	5	6	6	9
25 th Percentile	10	8	7	7	7	10
Median	13	12	10	14	9	13
75 th Percentile	27	18	17	20	21	17
90 th Percentile	48	28	27	33	30	29



Crowe Activates Purpose With Integrated Social Impact Platforms

HIGHLIGHTS

- 1 Integrated employee engagement and grantmaking software
- 2 Data-driven insights to enhance programs
- 3 Company-wide Crowe Cares Day
- 4 Stewardship ambassadors to extend the team's reach

Crowe LLP went big when presenting their employees with the firm's refreshed purpose and values, bringing them to life with a new Stewardship Portal powered by Blackbaud's YourCause CSRconnect. The firm's Purpose & Sustainability team harnessed the platform to create and manage Crowe's Give Back Bucks initiative and their company-wide Crowe Cares Volunteering Day. **By the fourth year, 96% of Crowe's employees had engaged with the Stewardship Portal**, as Crowe also streamlined their community investments and grant application flows using YourCause GrantsConnect.

"We are proud and happy to partner with YourCause from Blackbaud for our Purpose & Sustainability programs. The platform allows us to gather and analyze data, giving us a deeper understanding of the impact of our initiatives. It also offers various tools and features that help us increase our employee engagement, fostering a greater sense of purpose and community within our organization. Additionally, the tool saves us time; streamlining processes, automating tasks, and efficiently creating reports which allows our team to focus more time and energy on helping our employees make a difference in their communities. Our YourCause CSRconnect Client Success Manager has been the key to our success and this valued partnership."

— Jacquelyn Hood, Purpose & Sustainability Manager

2023 Crowe
Cares Day

20,500+ volunteer
hours

110 organizations
helped

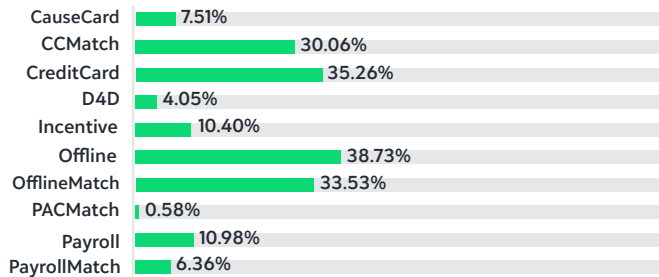
\$650,000 in grants
awarded

[READ THE SPOTLIGHT](#)

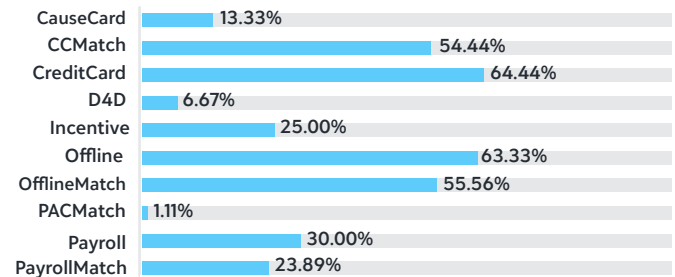
Giving Methods Offered by Enterprise Size

The charts below show the percent of companies that are offering each giving method, split by company size. Note: CC indicates Credit Card, D4D indicates Dollars for Doers and PAC indicates Political Action Committee.

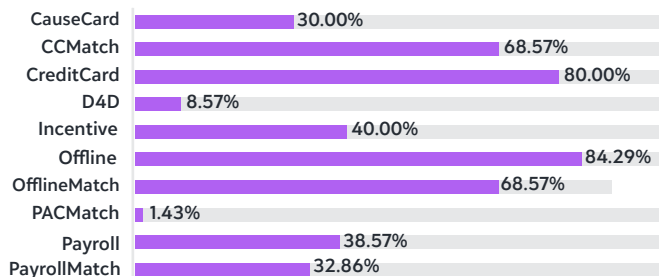
Donation Methods Offered by 1-1,000



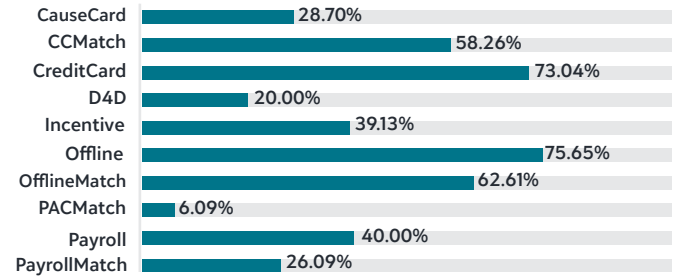
Donation Methods Offered by 1,001-5,000



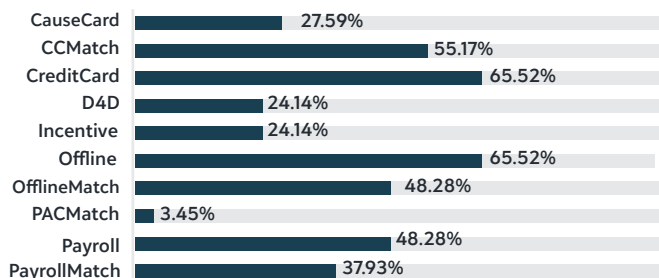
Donation Methods Offered by 5,001-10,000



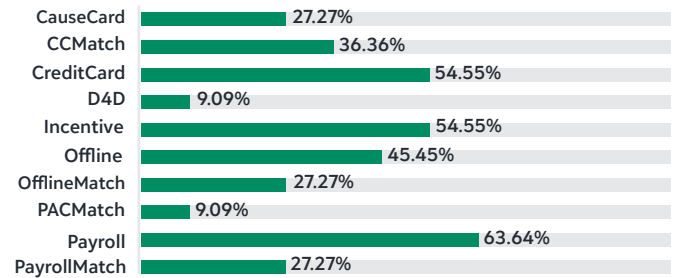
Donation Methods Offered by 10,001-50,000



Donation Methods Offered by 50,001-100,000

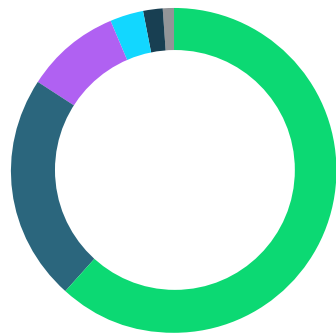


Donation Methods Offered by 100,000+



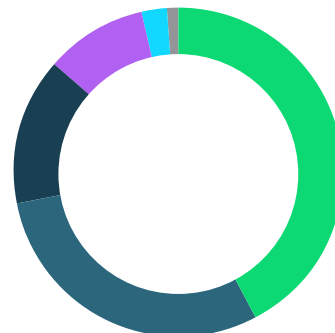
Donation Dollars Distribution by Company Size

Each chart shows the percent of total donation amount by giving method offered for each company size evaluated. The matching percentage is a sum of offline match, credit card match, payroll match, PAC match, and Dollars for Doers (volunteer match). Matching gifts represent a large portion of the total donation amount.



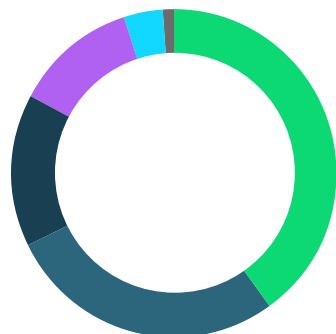
1-1,000

- 62% Matching
- 23% Offline
- 9% Credit Card
- 3% Incentive
- 2% Payroll
- 1% CauseCard



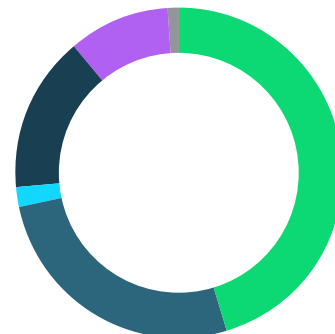
1,000-5,000

- 42% Matching
- 30% Offline
- 14% Payroll
- 10% Credit Card
- 3% Incentive
- 1% CauseCard



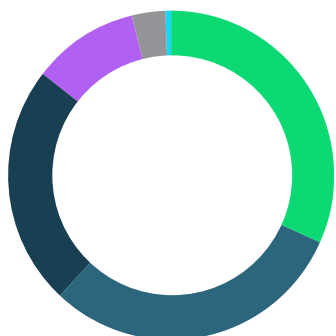
5,001-10,000

- 40% Matching
- 28% Offline
- 15% Payroll
- 12% Credit Card
- 4% Incentive
- 1% CauseCard



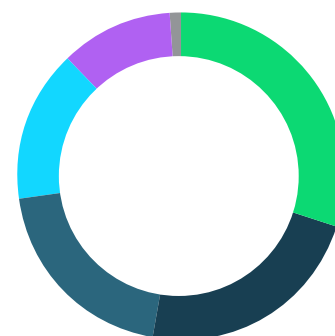
10,001-50,000

- 45% Matching
- 26% Offline
- 15% Payroll
- 10% Credit Card
- 2% Incentive
- 1% CauseCard



50,001-100,000

- 32% Matching
- 30% Offline
- 23% Payroll
- 11% Credit Card
- 3% CauseCard
- 1% Incentive



100,000+

- 30% Matching
- 23% Payroll
- 21% Offline
- 15% Incentive
- 11% Credit Card
- <1% CauseCard

SECTION

03 Donation Method Trends



Insights

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

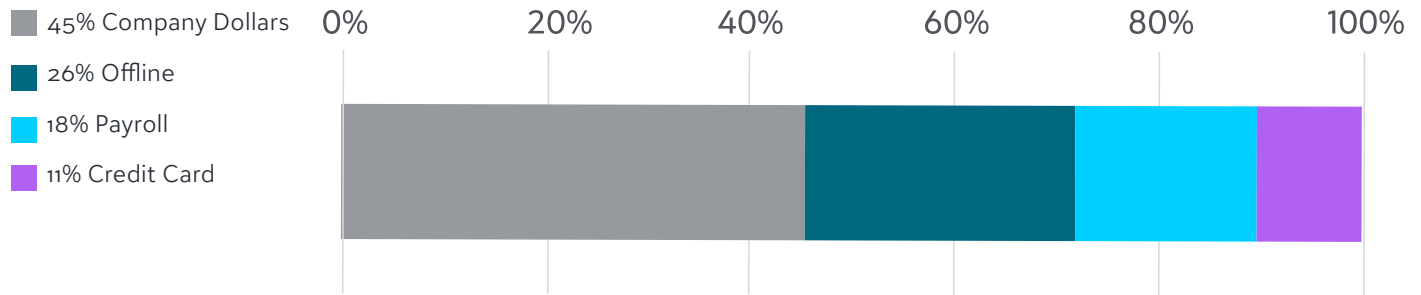
Although more dollars are donated via the offline giving method, payroll continues to see the highest participation rate across all employees. The giving engagement rate for payroll increased since 2022.

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

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

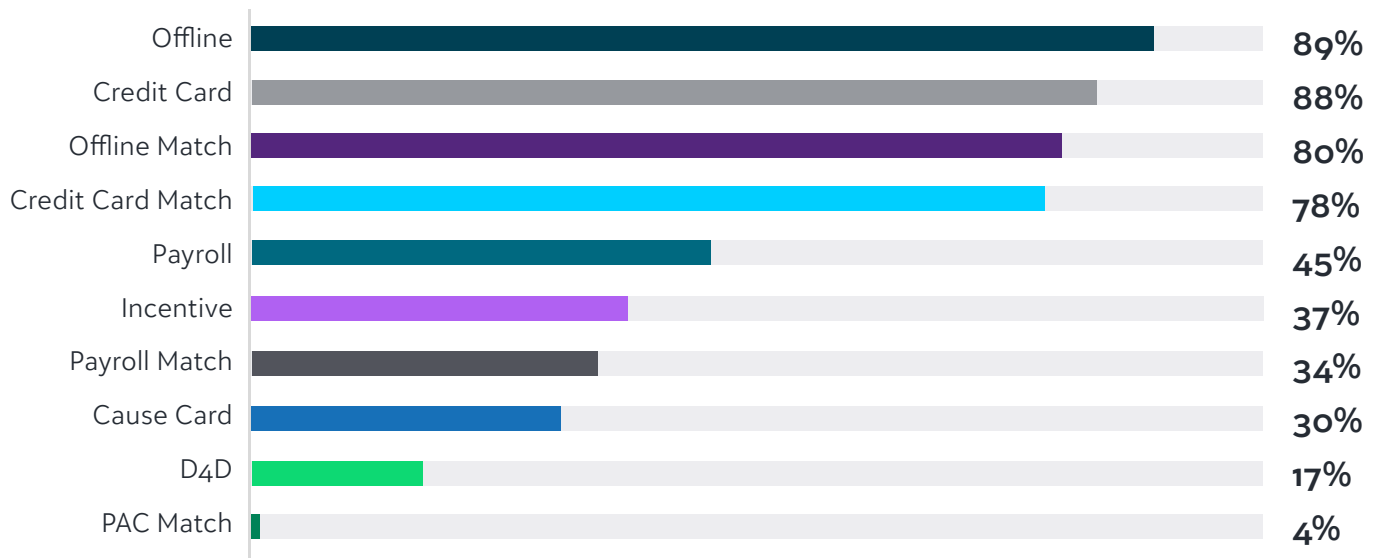
Donation Dollars Distribution

This bar chart shows the percentage of the 2023 total donation amount distributed by giving methods. Employees can donate using the following methods: credit card, payroll, matching, offline tracking, Cause Cards, Incentives, or Dollars for Doers. The company dollars giving method includes donations made through matching gifts, Cause Cards, Incentives, or Dollars for Doers.



Giving Methods Offered

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



Donation Insights for New vs. Tenured Employees

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

Data includes all domestic U.S. and global workforce. Newly hired = employees hired within the year n = number of employees	Newly Hired Employees n = 395,019	Tenured Employees n = 4,044,479
Giving Engagement Rate	3.85%	10.91%
Average Annual Employee Donation per Donor	\$289	\$764
Average Annual Company Match per Participant	\$305	\$791
Average Transactions per Donor	2	8

Incentive Programs

The most common incentive programs offered by companies are a volunteer match program known as Dollars for Doers. Companies continue to get creative with ways to use incentives and Cause Cards in the platform to recognize employees for their contributions and support the causes they care about. Common use cases include: Issuing Cause Cards or incentives to new employees, recognizing employee resource group contributions, awarding the first 100 donors or first 100 volunteers for a campaign, etc.



44%

Redemption rate for Cause Cards



68%

Redemption rate for Incentives

Donation Engagement

Payroll giving continues to lead with the highest employee participation.

Payroll giving had the highest engagement rate at 5.3%. This giving method also saw the highest average transactions per donor. Transactions could be scheduled, recurring donations, or the employees logging multiple one-time donations. It's important to consider multiple giving method options so employees feel comfortable with how they make a donation.

Data includes all industries (domestic U.S. and global) n = eligible employee sample size	Employee Engagement	Average Number of Transactions per Donor	Average Donation
Offline n = 4,028,079	2.3%	3	\$1,323
Offline Match n = 3,310,329	1.8%	3	\$1,220
Credit Card n = 4,395,811	2.2%	2	\$568
Credit Card Match n = 3,499,232	1.6%	2	\$658
Payroll n = 3,285,319	5.3%	11	\$407
Payroll Match n = 2,036,122	2.3%	10	\$381
Cause Card n = 1,755,475	0.4%	1	\$402
Incentive n = 2,352,411	1.5%	3	\$410
Dollars for Doers n = 1,093,237	0.3%	2	\$1018
PAC Match n = 364,882	0.1%	3	\$671

SECTION

04

Program Trends

Insights

- ▶ **Companies with both giving and volunteer programs see higher engagement rates.**

Engagement rates for companies with both giving and volunteering programs increase to 17.7%.

- ▶ **Large increase in grant dollars awarded to international charities.**

Almost 20% of grant dollars (~\$106 million) was awarded to international charities in 2023, compared to 4% (~\$24 million) in 2022.

Program Trends

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

Data includes all domestic U.S. and global industries n = number of companies s = employee workforce n/a = not applicable	Giving Only n = 41 s = 246,774	Volunteering Only n = 53 s = 1,782,085	Giving and Volunteer n = 209 s = 4,550,546
Engagement Rate	10.0%	6.7%	17.7%
Average Employee Donation per Donor	\$650	n/a	\$724
Average Company Match per Participant	\$834	n/a	\$729
Average Transactions per Donor	7	n/a	8
Average Volunteer Hours per Employee	n/a	11	13

Pledge Campaigns vs. Year-Round Programs

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

Companies can drive giving through focused pledge campaigns and flexible year-round programs.

Employee engagement rates and average transactions per donor are greater for companies with pledge campaigns, although average employee donations and company matches are slightly higher for year-round programs.

Data includes all domestic U.S. and global industries n = number of companies s = employee workforce	Pledge Campaigns n = 65 s = 1,164,700	Year-Round Programs n = 219 s = 3,775,607
Employee Engagement	14.7%	8.8%
Average Employee Donation per Donor	\$724	\$729
Average Company Match per Participant	\$711	\$776
Average Transactions per Donor	11	7



Board Service

What is the average donation amount for employees who serve on boards? Averages were calculated for 2023 donations where board member active = true.

\$1,189

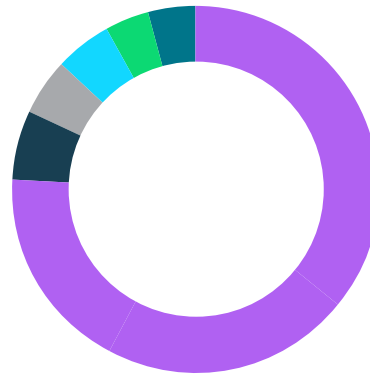
Average Annual
Employee Donation for
Board Members

\$1,047

Average Annual
Company Match for
Board Members

Percent of Board Member Roles

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



- 76% Other Member
- 6% President
- 5% Treasurer
- 5% Chairperson
- 4% Vice President
- 4% Secretary

Mary Kay Inc. employees packed 600 care kits filled with Mary Kay® products and other employee-donated toiletries for local domestic violence shelter partners in Dallas.

Engagement Elements

Engagement Elements, which are highly flexible content tiles on the CSRconnect homepage, allow companies to prompt action and awareness to users. Below is the giving engagement data from 164 companies that leveraged Engagement Elements to drive employee donations.

Companies That Leverage Engagement Elements to Drive Donations:

Giving Engagement Rate: **11.2%**



\$201

Average Employee Donation per Donor through an Engagement Element

Companies That Don't Leverage Engagement Elements to Drive Donations:

Giving Engagement Rate: **7.7%**



\$178

Average Company Match per Participant through an Engagement Element

Charity Type Preferences

CSRconnect and GrantsConnect have access to the same central database for charities through NPOconnect®. Charities are grouped by the National Taxonomy of Exempt Entities (NTEE), which offers a classification system for nonprofit organizations recognized as tax-exempt under the Internal Revenue Code.

Top Five Charity Types for Employee Giving

- 1 HUMAN SERVICES
- 2 EDUCATION
- 3 PUBLIC & SOCIETAL BENEFIT
- 4 HEALTH
- 5 RELIGION RELATED

Top Five Charity Types for Volunteering

- 1 HUMAN SERVICES
- 2 EDUCATION
- 3 PUBLIC & SOCIETAL BENEFIT
- 4 ENVIRONMENTAL & ANIMALS
- 5 HEALTH

Resource Groups

Resource Groups provide employees with similar interests a common place to share documents, send communications, and feature events. The chart below reflects 2023 engagement and participation data from companies that used Resource Groups.



15%

Combined Engagement Rate



9/12%

Giving Engagement Rate/ Volunteering Engagement Rate



\$721

Average Annual Employee Donation per Donor



\$652

Average Annual Company Match per Participant



9

Average Transactions per Donor



12

Average Volunteer Hours per Employee



Activate Employee
Engagement around
Moments that Matter

[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.

Wildfire Relief

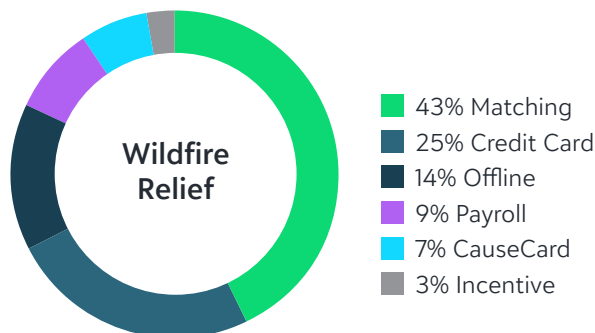
Wildfire relief was a significant focus for disaster funding in 2023, **totalling \$2.40 million**. A large portion of the funding in this category was in relation to the August 2023 wildfires in Maui, Hawaii.

\$186

Average Employee Donation
per Donor for Wildfire Relief

\$261

Average Company
Match per Participant for
Wildfire Relief



Earthquake Relief

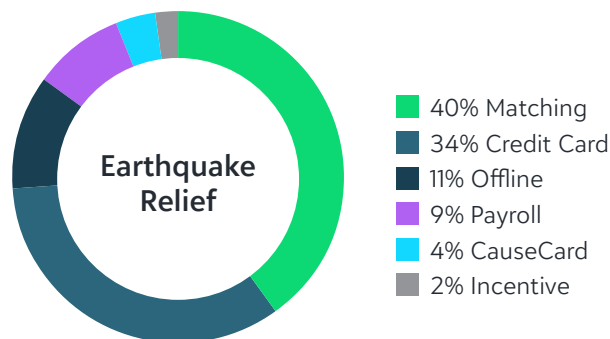
Earthquake relief was another major focus for disaster funding in 2023, **totalling \$4.04 million**. Most of the funding in this category was in relation to the February 2023 Turkey–Syria earthquakes.

\$181

Average Employee Donation
per Donor for Earthquake Relief

\$242

Average Company Match
per Participant for
Earthquake Relief



Corporate Grantmaking with GrantsConnect

The data below breaks down grant programs offered by companies using GrantsConnect in 2023.

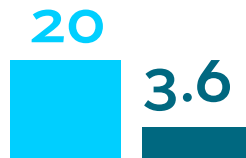
Cash vs. In-kind Gifts

This year we looked at grants awarded by type. Of more than 10,000 grants awarded using GrantsConnect, 98.7% were cash and less than 2% were in-kind gifts.



\$8.56K
average amount per grant awarded

Since 2022, the average amount per grant has decreased by approximately 20%.



The largest number of programs at one client was 20 while the average number of programs per client in 2023 was 3.6.

Data includes clients using GrantsConnect in 2023	Sum of Grants per Client
10th percentile	\$33,600
25th percentile	\$283,544
Median	\$899,894
75th percentile	\$3,289,741
90th percentile	\$6,939,675

Companies run grant programs of all sizes.

The table shows the percentile ranking for the sum of grant dollars awarded per client using GrantsConnect. In 2023, 25% of companies awarded more than \$3 million in grants.

Grant Dollars Awarded by Location

Here we looked at grant dollars awarded to charities in the U.S. vs. internationally. Of the total \$545.4 million in grants awarded worldwide, 80.5% of those grants (~\$439 million) were awarded to U.S. charities, while 19.5% (~\$106 million) were awarded internationally. This marks a significant shift towards international charities in 2023, when compared to the 4% of total grant dollars (~\$24 million) that were awarded internationally in 2022.

\$545.4M

Sum of grant dollars
awarded in 2023

80.5%

Percent of grant dollars
awarded in the U.S.

\$8.77K

Average amount per
international grant

Average Annual Grant Amount by Industry

Data includes clients using GrantsConnect in 2023 n = number of companies	Number of Individual Grants Awarded in 2023	Average Amount/Grant Awarded
Finance and Insurance n= 51	3,096	\$13,365
Manufacturing n= 42	2,595	\$9,417
Retail Trade n= 12	1,598	\$952
Professional, Scientific, and Technical Services n= 9	644	\$19,115
Wholesale Trade n= 7	406	\$7,982
Health Care and Social Assistance n= 5	180	\$34,869
Information n= 5	194	\$31,014
Utilities n= 3	463	\$5,340

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

SECTION 05 Industry Trends

Insights

▶ **Updated NAICS categorization.**

We used NAICS codes to classify and categorize industries in this year's report.

▶ **Professional services and Information industries lead the charge.**

The 'Professional, Scientific, and Technical Services' and 'Information' industries led the charge with over 22% combined engagement rates.

Engagement by Industry

Companies have been categorized according to the North American Industry Classification System (NAICS). The data covers the top eight industries from the participating companies in this report.

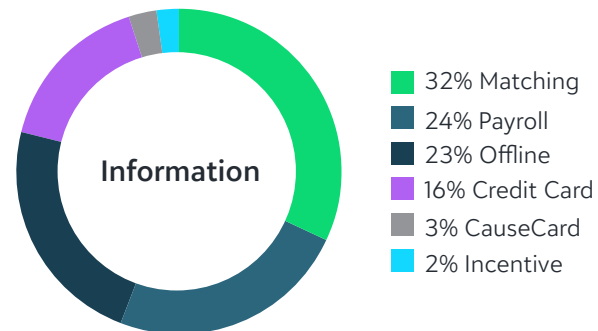
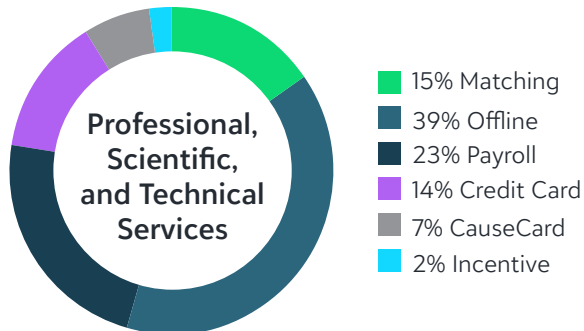
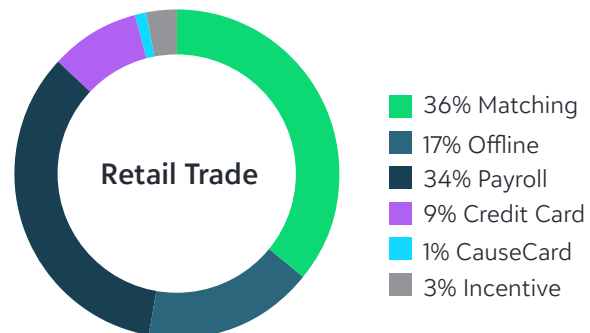
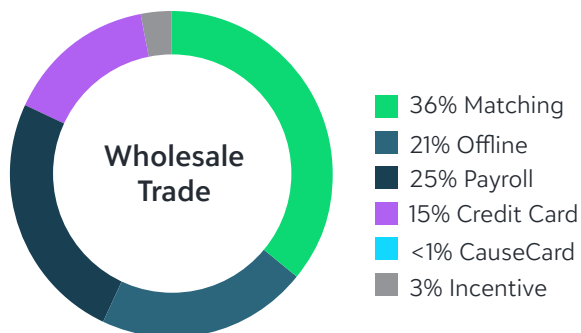
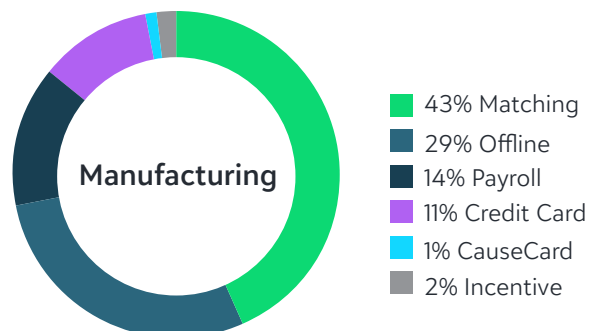
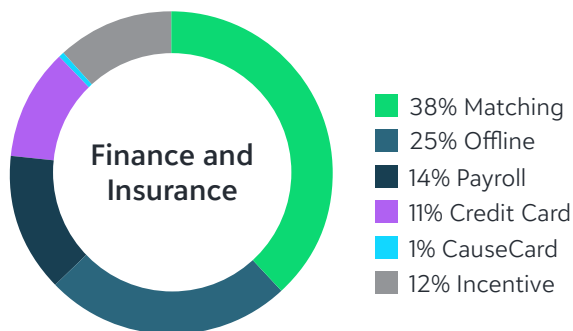
Employees in retail and wholesale trade have lower donation engagement rates.

Employees in the retail trade and wholesale trade industries have the lowest donation engagement rate at 6.3% and 5.3% respectively.

Data includes domestic U.S. and global employees n = number of companies	Employee Sample Size	Combined Engagement	Donation Engagement	Volunteer Engagement	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Hours per Volunteer
Finance and Insurance n = 114	1,340,423	19.12%	13.9%	15.33%	\$995	\$874	15.3
Manufacturing n = 86	1,643,193	13.69%	9.6%	7.63%	\$939	\$916	16.1
Professional, Scientific, and Technical Services n = 28	556,197	22.80%	14.3%	17.06%	\$1,016	\$490	7.5
Information n = 22	119,267	22.48%	17.9%	15.29%	\$372	\$474	9.7
Retail Trade n = 21	550,376	16.08%	6.3%	11.69%	\$342	\$404	7.9
Wholesale Trade n = 19	369,663	9.64%	5.3%	6.41%	\$639	\$574	11.5
Utilities n = 15	210,286	18.61%	12.8%	9.80%	\$782	\$802	23.1
Health Care and Social Assistance n = 13	1,155,790	6.98%	11.2%	3.52%	\$252	\$243	12.7

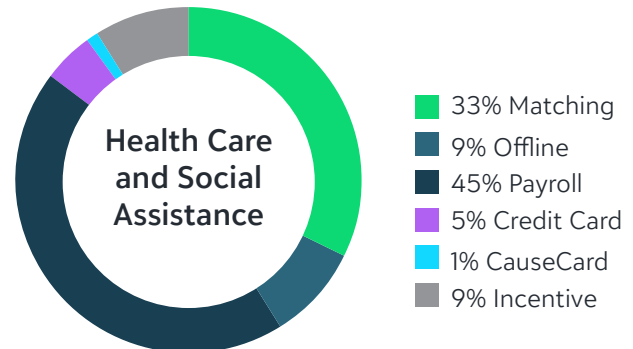
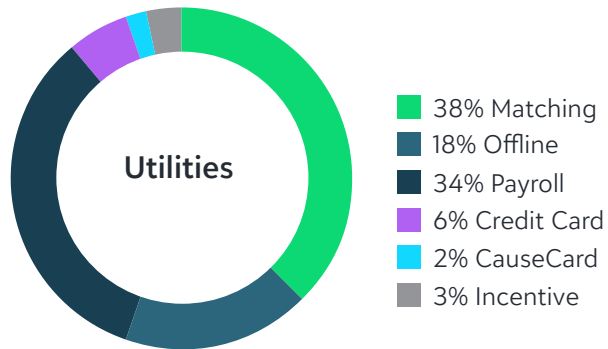
Donation Distribution by Industry

The following charts display the distribution of donation dollars by segment as defined by the North American Industry Classification System (NAICS). Note: Matching percentages consist of offline, payroll, credit card, and Dollars for Doers (volunteer matching).



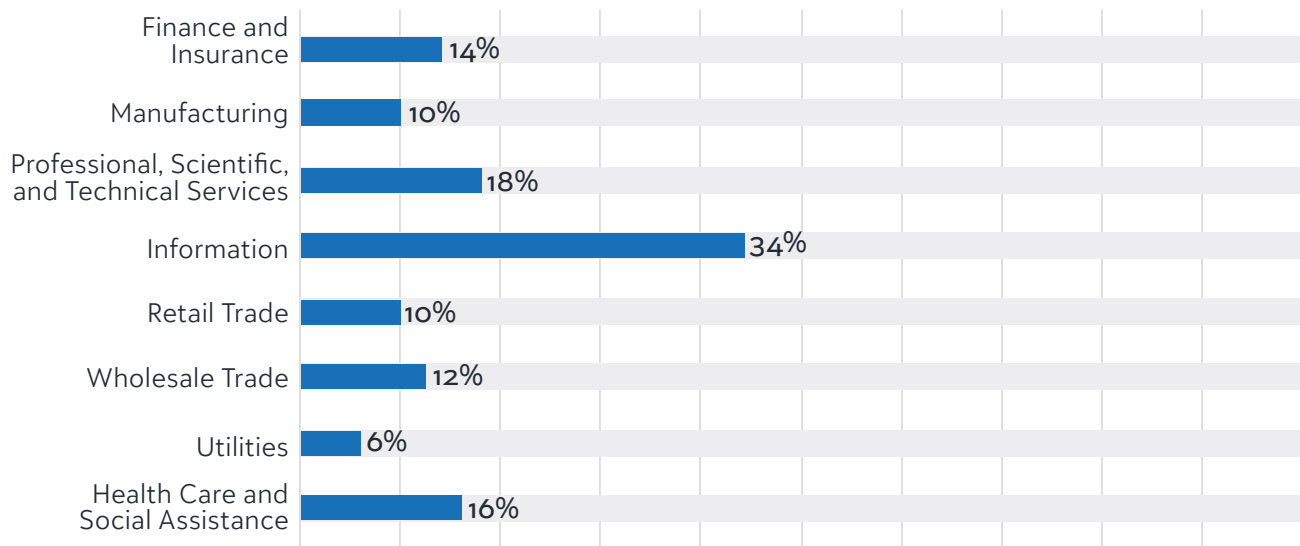
Donation Distribution by Industry

The following charts display the distribution of donation dollars by segment as defined by the North American Industry Classification System (NAICS). Note: Matching percentages consist of offline, payroll, credit card, and Dollars for Doers (volunteer matching).



Virtual Volunteer Hours

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



SECTION

06

Geographic Trends

Insights

- ▶ **U.S. based employees achieve 2x the combined engagement rate of global employees.**

Volunteer engagement was 2% higher for the U.S. compared to the average for all non-U.S. based employees, and giving engagement was almost 4 times higher, at 11.91% and 3.06% respectively.

- ▶ **59.4% of companies evaluated in this report have global employees.**

Almost three-fifths of companies evaluated have employees outside of the U.S. Companies may offer giving, volunteering, or both to their global employees.

Domestic U.S. Giving by Region

We analyzed the average engagement rate for giving and volunteering, average donations, and average volunteer hours within a work region.

n = eligible employee sample size	West n = 1,230,642 	South n = 1,341,037 	East n = 1,167,898 	North n = 485,216 	Midwest n = 645,259 
Engagement (Giving/Volunteering)	13.86% / 8.96%	11.07% / 8.46%	11.67% / 10.93%	12.30% / 16.97%	12.81% / 10.73%
Average Annual Gift per Donor including company match	\$1,272	\$1,124	\$1,184	\$1,124	\$1,248
Average Hours per Employee	17	13	13	13	14
	Western region: Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah, and Washington	Southern region: Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, Oklahoma, South Carolina, Tennessee, and Texas	Eastern region: Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, 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



U.S. Engagement vs. International Engagement

The geographic trends analyze giving and volunteering program performances broken out by work location for all employees.

Data includes all companies (domestic and global) n = eligible employee sample size	Domestic North America n = 5,146,522	Global n = 1,532,870
Combined Engagement	14.64%	7.35%
Giving Engagement	11.91%	3.06%
Volunteering Engagement	10.34%	8.10%
Average Annual Employee Donation per Donor	\$768	\$376
Average Annual Company Match per Participant	\$814	\$265
Average Transactions per Donor	8	4
Average Hours per Volunteer	14	9

Blackbaud employees in Costa Rica participate in volunteer orientation for a service day with Community Carbon Trees.

Continent Insights

Employees in Asia exceed average volunteer engagement rate.

Although overall global employees give less, 2023 data shows employees in Asia had the highest volunteering engagement rate at 11.89%.

	Africa	Asia	Asia-Europe	Europe	North America	Oceania	South America
n = number of companies s = employee workforce	s = 17,061 n=45	s = 438,345 n=116	s = 10,553 n=47	s = 610,647 n=121	s = 5,127,401 n=343	s = 32,137 n=84	s = 67,327 n=71
Combined Engagement	1.68%	11.25%	3.46%	4.39%	13.85%	6.19%	4.00%
Giving Engagement	0.84%	2.90%	2.40%	3.00%	11.60%	2.11%	0.68%
Volunteering Engagement	1.28%	11.89%	1.79%	5.99%	10.12%	6.56%	2.80%
Average Annual Employee Donation per Donor	\$2,910	\$268	\$1,198	\$271	\$745	\$352	\$194
Average Annual Company Match per Participant	\$2,198	\$160	\$1,205	\$283	\$793	\$300	\$235
Average Transactions per Donor	13	2	6	2	9	2	2
Average Hours per Employee	11	7	5	13	14	7	11

SECTION 07 Performance by Work Country

Insights from Outside Sources

- **43% of people feel resistant or hesitant about AI when innovation is poorly managed, compared to 26% when it is well managed.**

2024 Edelman Trust Barometer



What Do Social Impact Leaders Think About Artificial Intelligence?

[LEARN MORE ➤](#)

Top Countries for Donation Amount and Volunteering

Employees' work country was sorted by the largest average annual employee donation amount and highest average volunteer hours per employee. This list reflects the highest ranked countries within our data (with a sample size of 100 employees or more).

Top Five by Average Annual Employee Donation

- 1 United States - \$771
- 2 Philippines - \$516
- 3 Canada - \$483
- 4 Israel - \$481
- 5 Switzerland - \$457

Top Five by Average Volunteers Hours

- 1 Switzerland - 26
- 2 Honduras - 21
- 3 United Kingdom - 20
- 4 Germany - 16
- 5 United States - 14

Northern Trust employees volunteer at a food bank in Singapore.



Employee Work Country	Combined Engagement	Giving Engagement	Volunteering Engagement	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Number of Transactions	Average Hours per Volunteer
Algeria	0.19%	0.19%		\$1,106	\$1,106	2	
Andorra	0.97%	0.97%		\$41		1	
Angola	2.36%	2.06%	0.43%	\$3,931	\$3,215	17	10
Antigua	7.14%		6.90%				6
Argentina	5.96%	0.79%	3.51%	\$667	\$621	6	12
Armenia	4.90%	3.92%	1.94%	\$1,013	\$272	1	2
Australia	6.14%	2.04%	6.42%	\$361	\$301	2	8
Austria	2.16%	0.99%	1.64%	\$175	\$236	1	9
Azerbaijan	1.42%	1.06%	0.36%	\$2,249	\$5,000	3	11
Bahamas	5.08%	0.59%		\$372	\$372	2	7
Bangladesh	6.38%	2.35%	9.28%	\$4,122	\$2,633	2	3
Belarus	9.09%		10.00%				4
Belgium	5.60%	2.58%	7.13%	\$265	\$189	2	10
Bermuda	11.91%	6.99%	8.87%	\$3,025	\$3,526	2	5
Bosnia and Herzegovina	1.47%		1.61%				7
Brazil	4.34%	0.78%	2.63%	\$71	\$108	2	10
Brunei	3.18%	0.45%	3.17%		\$100		6
Bulgaria	0.63%	1.07%	1.10%	\$29	\$116	1	4
Cambodia	12.24%		16.00%				4
Canada	12.40%	7.47%	12.68%	\$483	\$421	6	10
Cayman Islands	9.38%		12.68%				3
Chile	1.82%	0.23%	0.44%	\$96	\$275	2	11
China	8.38%	1.60%	8.24%	\$34	\$79	1	10
Colombia	5.03%	0.86%	3.97%	\$172	\$294	1	11
Costa Rica	5.50%	0.80%	5.14%	\$28	\$158	1	11
Croatia	4.65%	1.10%	11.75%	\$100	\$137	1	5
Cyprus	0.91%		4.48%				2
Czech Republic	2.07%	0.40%	1.83%	\$66	\$182	1	13
Denmark	2.98%	0.78%	2.62%	\$238	\$240	2	5
Dominican Republic	3.64%	0.14%	3.62%	\$40	\$141	1	5

Employee Work Country	Combined Engagement	Giving Engagement	Volunteering Engagement	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Number of Transactions	Average Hours per Employee
Ecuador	0.79%	0.40%	0.40%	\$48	\$73	1	5
Egypt	0.37%	0.42%	0.22%	\$1,118	\$1,118	4	3
El Salvador	4.99%	0.91%	4.44%	\$17		1	6
Equatorial Guinea	6.90%	6.90%		\$1,700	\$1,700	19	
Estonia	5.51%	3.92%	34.62%	\$10	\$18	1	8
Ethiopia	2.50%	10.00%		\$52		13	
Fiji	3.00%		91.67%				4
Finland	6.54%	2.37%	9.95%	\$79	\$106	2	5
France	3.41%	1.08%	3.50%	\$267	\$248	2	5
Germany	3.91%	2.25%	3.22%	\$281	\$250	2	16
Gibraltar	4.35%	4.35%		\$1,038	\$1,038	1	
Greece	8.10%	3.20%	6.48%	\$253	\$279	2	4
Guatemala	13.60%	0.62%	10.25%	\$40	\$300	2	3
Guernsey	29.81%	9.62%	28.85%	\$819	\$292	1	11
Guyana	0.77%		0.78%				2
Honduras	23.72%		21.74%				21
Hong Kong	12.83%	2.31%	13.95%	\$469	\$267	3	9
Hungary	4.61%	3.16%	7.64%	\$35	\$161	1	9
India	13.53%	3.22%	14.20%	\$160	\$107	2	6
Indonesia	4.57%	0.92%	6.70%	\$1,466	\$549	3	7
Iran	1.67%						2
Iraq	1.60%	0.80%	0.80%	\$25		1	3
Ireland	13.47%	7.01%	10.83%	\$179	\$219	2	10
Isle of Man	7.41%	7.41%		\$836	\$142	3	
Israel	12.21%	8.45%	8.73%	\$481	\$508	1	9
Italy	7.56%	2.63%	7.90%	\$109	\$203	1	9
Jamaica	28.69%		36.36%				15
Japan	5.84%	1.01%	5.62%	\$138	\$164	2	3
Jersey	3.92%	3.92%		\$31		1	
Jordan	18.05%	3.31%	23.97%	\$100	\$128	1	12

Employee Work Country	Combined Engagement	Giving Engagement	Volunteering Engagement	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Number of Transactions	Average Hours per Employee
Kazakhstan	8.04%	9.07%	1.25%	\$2,772	\$2,840	14	13
Kenya	13.04%	2.38%	16.73%	\$56	\$118	1	7
Kuwait	2.27%	2.76%	0.32%	\$2,361	\$2,217	15	4
Latvia	5.68%	4.44%	19.75%	\$135	\$415	2	12
Lebanon	4.25%	1.95%	2.38%	\$62	\$53	1	2
Lithuania	2.88%	2.54%	2.82%	\$119	\$164	2	4
Luxembourg	28.98%	8.32%	34.91%	\$246	\$213	1	7
Macau	8.23%		8.51%				10
Macedonia	36.17%		89.47%				8
Malaysia	7.57%	1.34%	8.39%	\$229	\$140	2	7
Malta	0.12%		0.58%				159
Mexico	2.41%	0.22%	1.51%	\$93	\$206	1	8
Montenegro	2.91%						5
Morocco	0.10%						2
Mozambique	1.19%		1.22%				7
Myanmar	62.96%		64.71%				8
Netherlands	8.77%	3.15%	8.03%	\$164	\$192	2	9
New Zealand	7.75%	3.12%	7.57%	\$308	\$295	1	6
Nicaragua	8.96%	4.48%	8.82%		\$25		10
Nigeria	4.54%	4.30%	0.82%	\$3,610	\$3,538	16	29
Norway	1.60%	0.43%	1.41%	\$348	\$416	3	7
Oman	0.53%	0.59%		\$59	\$59	1	
Pakistan	0.89%	0.40%	0.56%		\$420		2
Panama	21.54%	0.25%	22.47%	\$20	\$40	1	10
Peru	4.59%	0.20%	6.39%		\$208		7
Philippines	21.79%	6.45%	23.72%	\$516	\$105	5	7
Poland	3.75%	0.66%	5.21%	\$85	\$310	1	9
Portugal	3.21%	0.46%	5.01%	\$60	\$57	2	4
Puerto Rico	23.70%	20.98%	7.22%	\$151	\$146	7	7
Qatar	2.77%	2.11%	0.78%	\$1,514	\$1,692	5	6
Romania	2.52%	0.98%	2.38%	\$37	\$65	1	5

Employee Work Country	Combined Engagement	Giving Engagement	Volunteering Engagement	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Number of Transactions	Average Hours per Employee
Russia	1.18%	0.17%	0.21%	\$10	\$253	1	11
Saudi Arabia	2.01%	0.47%	1.40%	\$921	\$1,967	2	9
Serbia	2.36%	2.24%	1.65%	\$31	\$148	1	12
Singapore	14.90%	6.45%	13.78%	\$319	\$253	2	6
Slovakia	2.86%	1.00%	0.96%	\$47	\$140	2	7
Slovenia	11.22%	1.98%	22.78%	\$43	\$179	1	9
South Africa	2.90%	0.88%	3.14%	\$396	\$289	2	12
South Korea	5.88%	1.19%	5.53%	\$256	\$242	2	6
Spain	5.57%	1.49%	4.13%	\$88	\$150	1	5
Sweden	3.15%	0.68%	3.42%	\$120	\$151	2	11
Switzerland	6.75%	2.32%	4.34%	\$457	\$518	2	26
Taiwan	8.32%	3.37%	8.36%	\$318	\$284	2	10
Thailand	3.81%	0.81%	2.70%	\$238	\$233	1	5
Trinidad and Tobago	4.42%	0.57%	4.19%	\$95	\$71	2	6
Tunisia	0.23%	0.24%			\$400		
Turkey	4.40%	2.63%	2.68%	\$173	\$213	1	4
Ukraine	4.52%	0.94%	8.29%	\$62	\$142	1	4
United Arab Emirates	6.07%	4.50%	2.86%	\$376	\$441	2	6
United Kingdom	3.18%	4.88%	7.26%	\$377	\$379	3	20
United States	14.64%	11.91%	9.94%	\$771	\$814	8	14
Uruguay	1.00%		0.77%				6
Uzbekistan	100.00%	100.00%		\$108	\$108	1	
Venezuela	1.29%	1.06%	0.26%	\$1,963	\$1,963	4	14
Vietnam	7.69%	0.71%	7.73%	\$122	\$143	1	6

Note: Numbers in this table may be skewed for certain countries due to low sample sizes, or missing for countries where no giving or volunteering programs were represented in the data set.

SECTION 08 Performance by Work State

Insights from Outside Sources

- **Stress reached an all-time high with 44% of employees experiencing stress.**

2023 Gallup State of Global Workforce

YourCause® from Blackbaud

Purpose matters at work.

Toxic work environments are harmful to employees' mental and physical health

[Get the guide](#)

EVERFI **YourCause**

Guide to Improving Workplace Mental Health and Well-being

For Social Impact and People and Culture Leaders

Guide to Improving Workplace Well-being

[LEARN MORE](#) ►

U.S. Work State	Combined Engagement	Giving Engagement	Volunteering Engagement	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Transactions per donor	Average Hours per Employee
AK	4.75%	6.75%	5.46%	\$881	\$694	7	17
AL	9.57%	8.07%	5.81%	\$759	\$700	8	18
AR	11.43%	10.91%	4.28%	\$929	\$1,136	11	10
AZ	15.81%	11.16%	14.38%	\$649	\$634	10	15
CA	10.27%	12.71%	7.90%	\$929	\$873	8	15
CO	14.83%	12.12%	7.68%	\$514	\$572	7	13
CT	19.11%	12.02%	12.46%	\$1,013	\$1,148	6	14
DC	28.81%	25.06%	12.93%	\$1,402	\$1,063	6	9
DE	18.95%	8.22%	13.49%	\$584	\$627	6	14
FL	12.11%	10.49%	6.75%	\$608	\$579	8	14
GA	12.10%	9.22%	6.94%	\$840	\$732	8	10
HI	7.14%	7.06%	7.66%	\$549	\$647	7	11
IA	16.98%	11.81%	13.47%	\$966	\$780	11	22
ID	14.53%	14.60%	6.31%	\$542	\$481	7	20
IL	17.95%	13.68%	13.48%	\$801	\$789	9	10
IN	12.28%	10.27%	7.09%	\$648	\$1,177	9	19
KS	13.77%	12.99%	7.36%	\$641	\$525	9	14
KY	10.44%	9.40%	6.38%	\$485	\$503	10	17
LA	11.66%	10.90%	6.07%	\$644	\$758	8	17
MA	23.42%	13.16%	13.99%	\$680	\$534	6	11
MD	14.99%	11.77%	10.27%	\$641	\$859	7	14
ME	22.66%	15.35%	19.84%	\$688	\$770	12	20
MI	22.47%	12.16%	18.67%	\$461	\$844	9	15
MN	15.89%	14.33%	17.95%	\$1,054	\$831	10	13
MO	17.58%	14.51%	8.63%	\$932	\$913	10	20
MS	12.11%	15.28%	5.98%	\$441	\$792	8	14
MT	10.74%	11.81%	7.71%	\$993	\$856	9	15
NC	14.00%	10.43%	11.81%	\$990	\$738	9	16
ND	8.13%	7.21%	6.56%	\$968	\$720	9	20
NE	19.16%	13.51%	14.72%	\$717	\$1,167	6	11
NH	13.63%	8.50%	8.64%	\$543	\$694	10	18
NJ	18.06%	12.01%	12.28%	\$579	\$758	6	10
NM	13.01%	10.13%	6.07%	\$840	\$659	9	15
NV	24.44%	20.90%	10.62%	\$172	\$349	8	9
NY	20.65%	13.23%	11.81%	\$856	\$866	6	13
OH	16.75%	15.00%	9.85%	\$785	\$713	11	13
OK	10.33%	8.69%	4.97%	\$628	\$870	9	21
OR	11.02%	16.80%	10.57%	\$842	\$966	15	17

U.S. Work State	Combined Engagement	Giving Engagement	Volunteering Engagement	Average Annual Employee Donation per Donor	Average Annual Company Match per Participant	Average Transactions per donor	Average Hours per Employee
PA	14.01%	9.23%	9.12%	\$699	\$775	8	15
RI	18.50%	9.71%	22.19%	\$97	\$147	17	8
SC	23.81%	13.78%	7.90%	\$359	\$593	5	11
SD	13.12%	10.33%	18.18%	\$600	\$668	11	22
TN	23.01%	21.29%	14.16%	\$748	\$1,097	12	22
TX	15.62%	16.38%	9.03%	\$687	\$626	6	12
UT	15.55%	11.17%	6.03%	\$739	\$785	7	12
VA	9.78%	7.44%	5.50%	\$744	\$560	7	18
VT	11.41%	9.01%	4.20%	\$520	\$709	14	13
WA	12.35%	5.42%	5.09%	\$392	\$736	21	19
WI	11.97%	15.38%	8.24%	\$1,268	\$1,413	10	36
WV	11.01%	9.92%	6.50%	\$840	\$1,072	13	23
WY	7.00%	6.18%	3.35%	\$419	\$446	12	16

Mary Kay Inc. employees packing care kits for local domestic violence shelter partners in Dallas.



SECTION 09

Payment Processing

Insights from NPOconnect

- ▶ **~4.93 million charities are available for volunteering, request vetting, and offline giving.**

Approximately 4.93 million charities from around the world are available for employees to support within CSRconnect. Companies can also allow employees to add an organization and record volunteer hours or donations made offline.

- ▶ **~1.64 million charities are available for giving.**

YourCause works with global processing partners to provide companies and their employees a large database of vetted charities for securely sending donations or grant awards.

Connecting Millions of Nonprofits to Companies and their Employees

NPOconnect is a free portal that nonprofits can use to create a charity profile.

Charities recognize the efficiencies and effectiveness of receiving donations through the automated clearing house (ACH) payment. Registered charities can receive funding electronically for donations made in CSRconnect or from grants awarded through GrantsConnect quicker than by check. For international giving, 100% of donations go out via ACH electronic payment.



4%[▲]
increase in ACH
payments

There was a 4% increase in payments disbursed through ACH. This increase brought the **number of payments delivered through ACH to 66%** of all payments in 2023 from 62% of payments in 2022.



71%

In 2023, 71% of dollars funded were delivered by ACH.

World Wildlife Fund, Inc.
1251 26th St NW Washington, DC 20037, US
525282288
Fighter for going through the BlackRock Giving Fund

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

MISSION
WWF conserves the planet's natural resources, using the latest scientific knowledge and advocacy that encourages change and works to prevent the clearing and destruction of the world's forests. For more than 60 years, WWF has been protecting the future of our planet. The largest multinational conservation organization in the world, WWF works in 100 countries and is supported by 5 million members in the United States and across 50 other countries. WWF's mission is to conserve the planet's natural resources and ensure the sustainability of the planet for future generations.

CONTACT AND INFORMATION
Address: 1251 26th St NW, Washington, DC 20037, US
Phone: 202 328-5800
Email: info@wwf.org
Website: <http://www.worldwildlife.org>

STORIES
50 Years for the Planet
March 20th, 2024
April 22, 2024 marked the 50th Anniversary of Earth Day, a time to celebrate all that nature has given us and to reflect on the challenges we face as we move forward. WWF is proud to have been a part of this historic day and to have helped lead the way in creating a more sustainable future for all.

World Wildlife Fund, Inc. TAGS
Conservation
Environment
Wildlife

Benefits of NPOconnect

Update your contact information

Tags allow companies & employees to filter their search results based on keywords.

LEARN MORE ▶

SECTION

10 Overall Methodology

Commitment to Customer Success

► **It is our goal to display data on topics influenced by frequently asked questions.**

Companies in the Global Good Network™ have access to Blackbaud Community. This is an online peer-to-peer site designed to help clients and YourCause staff engage and connect with one another. The hub hosts a discussion forum, idea bank, and resource center.

► **You're here to change the world. We're here to help.**

With 15+ years under our belts, we've created products and processes to make administering CSR programs easier. From planning your launch to continued platform consultation, we help you grow and drive social impact.

OVERVIEW

To construct the twelfth edition of the *Industry Review*, data was collected from companies with at least two years of usage within the CSRconnect platform and with at least one year of usage within the GrantsConnect platform. The analysis only considered data from January 1, 2023, to December 31, 2023, 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 North American Industry Classification System (NAICS) were used to identify each organization's industry. At no time was external data used to support the analysis.

One might note there are many differences between previous industry reports and this edition—specifically as it relates to global employees and the donation distribution. Data used is from active CSRconnect and GrantsConnect clients, the underlying customer sample changes every year as we expand our client base and as our clients expand around the globe.

Guiding Principles

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

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

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

Limitations and Assumptions

All conclusions are extracted from direct historical data managed internally during the January 1, 2023 to December 31, 2023 time-frame.

- Data in this report is from a select subset of clients that had either eight complete quarters of giving data or eight complete quarters of volunteer data dependent on the metric reported. Eight complete quarters was defined by at least ten donation or participant records in each of the last eight quarters, spanning January 1, 2022 - December 31, 2023. These data requirements ensure data reported reflects the industry and not shifts in the YourCause client base.
- The date of a matching gift was synced to reflect the date of the original gift by an employee. This ensured company matching rates reflected matching gifts that may have processed after December 31, 2023.
- The employee base, representing the denominator of engagement rates, represents the sum of the maximum employee counts reported by companies between May 25, 2023 - December 31, 2023. On May 25, 2023, Blackbaud began taking daily records of employee counts for each company within CSRConnect. Maximum was selected to represent the best measure of all employees who could participate in giving and volunteer programs throughout the year. In future reports, this data will be available January 1 - December 31.
- For employee-specific metrics, such as the engagement rates of newly hired employees or location-based engagement rates, the metrics represent a sample of currently active employees in CSRconnect. Not all clients report employee-level information. These metrics are a “sample” of the overall “population” included in this report.
- Newly hired employees were considered “newly hired” if hired between January 1, 2023 - December 31, 2023.

- Average transaction counts per donor include employee transactions only.
- 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. For example, average hours volunteered or average donation amounts are only representative of employees who participated or donated, respectively.
- Individual users entering large volumes of hours for a participation event may skew average volunteer hours. Individual logged events were capped at a maximum of 336 hours (e.g. a two-week service trip).
- Average volunteer hours represent the average number of total 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, Massachusetts, North 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, Mississippi, Georgia, and South Carolina

Industry Categorization

[NAICS Codes & Understanding Industry Classification Systems](#)

Glossary of Terms

Automated clearing house (ACH): An electronic network for financial transactions. ACH processes large volumes of credit and debit transactions in batches. Credit transfers include direct deposit, payroll, and vendor payments.

Pledge Campaigns: A limited time period (typically a month) where companies promote participation for employees to engage in pledging an annual payroll donation amount for the upcoming calendar year. Pledges are deducted each month.

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

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

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

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

Contributions: A donation to a common fund or collection.

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

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

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

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

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

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

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

Metrics: Quantitative measurements used to track performance.

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

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

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


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

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

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

Transaction: A unique donation performed within CSRconnect Employee Engagement.

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



See how we're
powered by
purpose.

—
2023 IMPACT REPORT

blackbaud®

Blackbaud 2023 Impact Report

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About Blackbaud

Blackbaud unleashes the potential of the people and organizations who change the world. As the leading software provider exclusively dedicated to powering social impact, Blackbaud expands what is possible across the nonprofit and education sectors, at companies committed to social responsibility, and for individual change makers. Built specifically for fundraising, nonprofit financial management, digital giving, grantmaking, corporate social responsibility and education management, Blackbaud's essential software accelerates impact through unmatched expertise and powerful data intelligence. Millions of people across more than 100 countries connect, give, learn, and engage through Blackbaud platforms.

 YourCause[®] from Blackbaud