

## Market Trends

People all over the world are now wearing, driving, eating, and living their social purpose as sustained engagement with good causes becomes a new criterion for social status and good social behavior

**Mitch Markson, CEO, Eldelman**



**85%** Americans indicate they are willing to change consumption habits to make a world a better place to live and are looking to companies and brands to make it easier for them to make a difference  $\Delta$

With the average American **spending 11 hours each week of personal time on the Web**, nonprofits cannot afford to function without an online giving **\*\***

When **volunteer activities** are structured and supported organizationally, they provide **opportunities for experiential learning** that have significant **impact on employee development** and produce additional benefits for the organization. **\***

**66%** of people believe that it's no longer enough for corporations to merely give money away, but that they must integrate good causes into their day to day business  $\Delta$

Transparency is recognized as a core component of corporate citizenship and **social reporting is quickly becoming a preferred vehicle** for communication about corporate citizenship. **\***

**31%** of the people are **more involved** in good causes than 2008  $\Delta$

### Sources

$\Delta$  Edelman 2009 goodpurpose™ study

**\*** Boston College Center for Corporate Citizenship 2009 Value of Social Reporting

**\*\*** Blackbaud 2005 Technology in Fundraising