

2025 | ISSUE 13

CSR Industry Review

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



Grow Engagement



Grantmaking



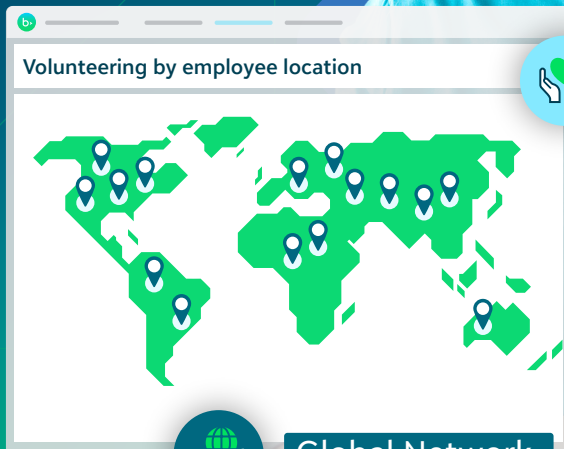
Employee Giving and Volunteering



Impact Storytelling



Global Network



YourCause®
from Blackbaud

OVERVIEW

Since 2015, the *CSR 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 2025 report consolidates and details data collected between January and December 2024.

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.

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

INTRODUCTION

The difference a year makes. In presenting the 13th annual YourCause from Blackbaud Industry Review, we are simultaneously reminded of the ever-changing global landscape and the consistent commitment within our community to drive meaningful change. This year's report is grounded in our core mission: to deliver insights into key employee engagement and corporate philanthropy trends seen across hundreds of companies and millions of global employees.

Each year, this review offers a chance to explore how employee volunteering, giving, and philanthropy evolve alongside broader trends in the corporate social impact space. It also highlights powerful stories from organizations working tirelessly to foster positive change within communities. Whether you're here to benchmark your programs against industry peers or to gather ideas for enhancing engagement and participation, we hope this year's insights inspire your efforts and provide support as you build or refresh the business case for this vital work.

Let's take a moment to highlight some of this year's key findings. Engagement in employee volunteering and giving programs has remained stable, emphasizing the consistent dedication of employees worldwide. Additionally, smaller companies continue to lead the way in engagement. For organizations with 1-1,000 employees, volunteer engagement surged above 60%, while companies with 1,000-5,000 employees saw rates rise to almost 35%. Another positive trend is the continuation of higher engagement levels in organizations offering both volunteering and giving programs, affirming the value of combined initiatives.

On the employee giving front, donation rates have stayed steady, though a notable shift is emerging. For the first time,

we've introduced both averages and medians in our data sets to enhance understanding of trends. While average employee donation amounts remained consistent, median donations saw a minor decline, signaling a potential widening donor gap. Large donors continue to give more, while small to mid-level donors appear to be scaling back their contributions slightly.

Other standout findings include payroll giving achieving the highest engagement rates among all donation types, and grant awards reflecting growth, with both average awards and median sums of grants per company rising significantly. These insights emphasize the importance of continuing to evolve and refine programs to support a diverse set of donors and maximize impact.

We encourage you to take the time to explore this year's report, reflect on its relevance to your programs, and consider how these trends align with your organization's goals. By sharing knowledge and supporting one another, we can amplify the transformative power of our corporate social impact initiatives.

Finally, I want to thank you for your dedication to this important work. As we navigate new challenges and opportunities, let us approach our efforts with PEACE—Perseverance, Evolution, Adaptation, Captivation, and Empathy. Together, we can continue driving change that transforms communities and strengthens our organizations.



Andrew J. Troup

Head of Giving and Engagement
Blackbaud

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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 on page 59. 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, 2024, from 309 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.

UNDERSTANDING MEDIAN DATA

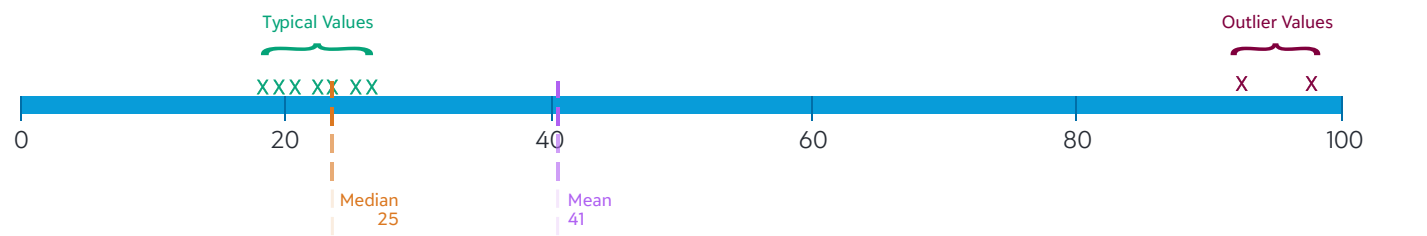
This year, we are adding a new lens to the insights in our report which can offer a clearer, more balanced view of CSR performance across the industry: **median data**.

Average (Mean) vs. Median

For context, in all past versions of our *Industry Reviews*, we have used the mean as the default calculation of ‘average’ when referring to various data insights such as employee donations, company matches, volunteer hours, or numbers of transactions. The **mean is calculated by adding all values together and dividing by the number of data points**.

While mean data is very useful and convenient to calculate for companies, it can also be heavily influenced by extreme values that can skew the overall picture (e.g. an organization with just a few extremely large donors can drive up the company’s average employee donation amount significantly). To provide a more impactful view in this year’s report, we are introducing median data in addition to the standard average (mean) data that has always been presented.

The **median, which is the middle value when all data points are arranged in order**, is often less affected by outliers and can offer a better representation of a “typical” value in a varied and diverse dataset. Through this addition, we aim to support better understanding and more informed decision-making by giving stakeholders another comparison point, especially in areas where data distribution is uneven.



As seen in the diagram above, the median (at 25, which is the middle value of the arranged data points) is much more representative of the labelled “typical” values of the dataset, while the mean (at 41, which is the sum of all values divided by the number of data points) is driven up significantly by the two labelled “outlier” values.

KEY METRICS

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.

On this page, we highlight a few key metrics based on the findings on programs from participating clients using CSRconnect and /or GrantsConnect. Eighty-six percent of companies evaluated using CSRconnect have global employees.

We are also committed to constantly innovating our products to maximize the impact companies can create for their employees and for charities 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 2024.

309 participating companies

7M+ over 7 million employees from participating companies



195

number of countries where employees engaged in social impact



7.76M

number of hours volunteered by employees from companies evaluated



\$1,140

average gift per donor including company match dollars



\$180

median gift per donor including company match dollars



46%

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



\$420M+

in grants were awarded from clients and processed through GrantsConnect in 2024

SECTION

01 Global Employee Engagement

Key Findings

► **Average and median donation figures indicate a widening donor gap.**

The median annual giving for a “typical” full-time employee who donates through any workplace program was around \$120 in 2024. While this is expectedly lower than the mean annual giving (which is affected by outlier data from major donors), it is also lower than the median annual donation last year. The mean donation remained constant year over year, showing that, while typical donors may have given less, a smaller group of major givers is maintaining overall giving amounts - a trend that is corroborated by the donor profile data.

► **Engagement in volunteering and giving remains steady.**

This year, overall engagement rates for both giving and volunteering were relatively stable. In the distribution of engagement rates across companies, we see a slight increase in the median company’s volunteering engagement rate and a slight dip in the median company’s giving engagement rate.

Engagement Rates and Giving by Employee Type

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

	Full-Time n = 6,781,986	Retiree n = 195,058	Contractor n = 241,593
Combined Engagement	17.65%	4.21%	11.78%
Giving Engagement	9.62%	4.11%	5.63%
Volunteering Engagement	10.57%	0.57%	9.37%
Average Annual Employee Donation per Donor Median Employee Donation	\$700 \$120	\$2,993 \$1,500	\$614 \$105
Average Annual Company Match per Participant Median Company Match	\$714 \$130	\$2,084 \$1,534	\$293 \$50
Average Transactions per Donor Median Transactions	7 3	6 3	7 2
Average Hours per Volunteer Median Hours	12 4	74 43	13 4

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

Engagement rates remained fairly stable from the previous year, but a decrease in median donations indicates a widening donor gap.

Meanwhile, the average company match increased from last year, showing that organizations continue to leverage matching gifts and higher match caps to drive employee giving.

Volunteer Hours by Group Size

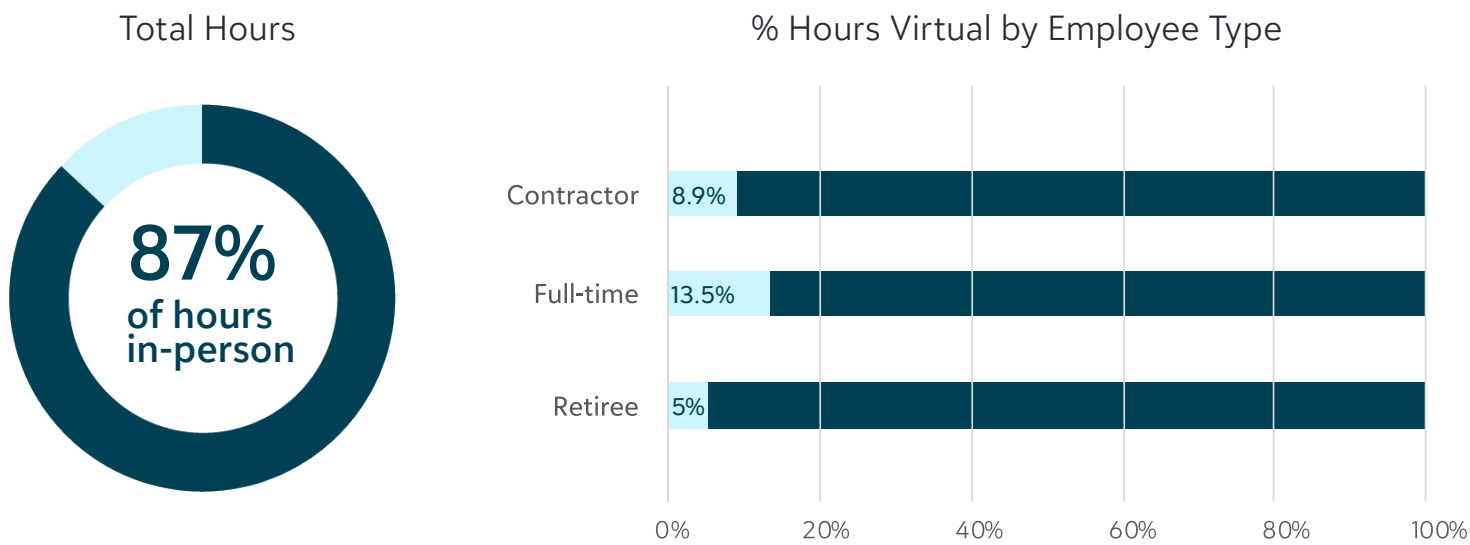
	Individual Avg. Hours	Small Team Avg. Hours	Medium Team Avg. Hours	Large Team Avg. Hours
Full-time	33.7	5.7	4.7	4.5
Retiree	81.2	5.2	5.3	
Contractor	28.8	5.1	4.1	3.8

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 volunteering continues to be the focus for companies, making up 87% of total volunteer hours in 2024. 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.



Attendees of our Corporate Social Impact Summit in Dallas who had engaged in a *Heart Run and Walk* in partnership with the American Heart Association.

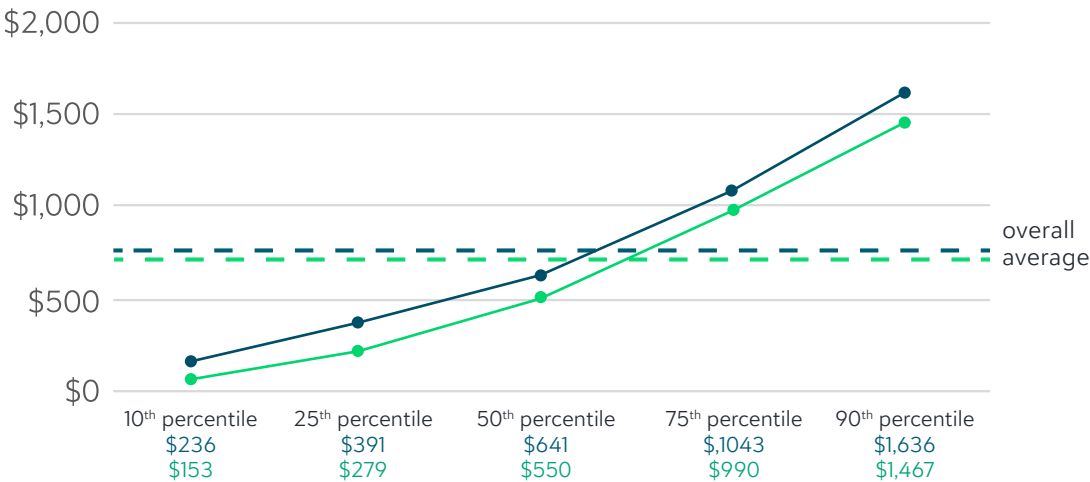




The average annual employee donation was \$744 and the average total company match was \$730.

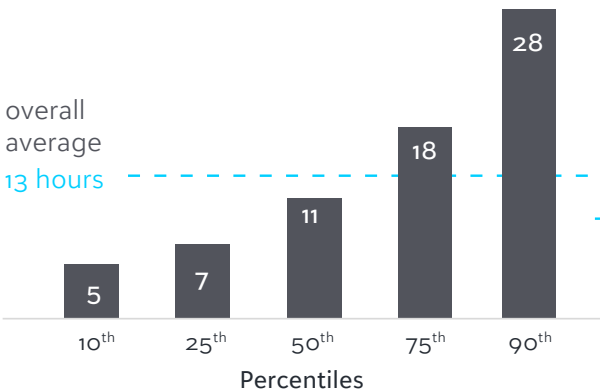
Distribution of Average Annual Employee Donations and Company Dollars

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



Volunteering engagement rates remained relatively stable, but average hours per volunteer slightly dipped across all percentiles compared to last year.

Distribution of Average Annual Hours per Volunteer



Engagement Rate Distribution

The data reviews 2024 global engagement rate distribution across our dataset.

	Combined Engagement	Giving Engagement	Volunteering Engagement
10th Percentile	5.3%	2.3%	2.3%
25th Percentile	11.7%	4.7%	5.2%
50th (Median)	22.7%	9.6%	16.4%
75th Percentile	41.1%	20.4%	31.8%
90th Percentile	54.4%	32.7%	55.4%

The median company's volunteer engagement rates increased while giving engagement dipped slightly.

To be in the top 10th percentile of engagement rates when compared to the clients in our dataset, your organization would need a giving engagement rate of more than 32.7% and above 55.4% in volunteer engagement.

Evaluating CSR Technology?

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

Download

CSR Software Buyer's Guide

Use this guide to help gather key information and requirements from your stakeholders to make an informed decision when selecting a software solution.



CSR Software Buyer's Guide

LEARN MORE ►

Donor Profile

The donor profiles are for all employees regardless of the employment type. The average employee donation for large donors increased slightly from last year, while small donors donated slightly less in 2024 compared to 2023.

	Large Donors who donate over \$1k annually through workplace giving programs	Small Donors who donate less than \$1k annually through workplace giving programs
Average Employee Donation Median Employee Donation	\$3,776 \$2,000	\$176 \$100
Average Company Match Median Company Match	\$3,215 \$2,000	\$258 \$104
Average Transactions Median Transactions	14 6	6 2

20x



Median donations for large donors were 20x more than the small donors.

One Transaction vs. Multiple Transactions

The data compares 2024 giving for employees who had made only transaction with employees who had multiple transactions throughout the year.

Employee Engagement (Giving data regardless of new hire or tenured employee)	ONE TRANSACTION	MULTIPLE TRANSACTIONS
Giving Engagement	2.7%	4.8%
Average Gift per Donor Including Company Match Median Gift per Donor Including Company Match	\$802 \$100	\$1,581 \$320
Average Number of Transactions Median Number of Transactions	1 1	11 8



Employees who made multiple donations gave more than 3x the annual median of employees with 1 donation.

SECTION

02 Enterprise Engagement Trends

Key Findings

➤ **Smaller-sized companies continue to succeed in volunteering engagement.**

Companies with less than 1,000 employees led the way over larger companies this year with 63.8% volunteering engagement as well as the highest average and median volunteer hours per participant.

➤ **Average volunteer hours for large team events increased in 2024.**

The average hours for large events increased, especially for companies with more than 10,000 employees, perhaps indicating the popularity of company-wide volunteer days or the use of volunteering within larger-scale team-building efforts.

Featured Customer Spotlights





Be Community Kind: Liberty Bank of Middletown, CT's Incredible Volunteer Engagement

HIGHLIGHTS

- 1 100% Volunteering Engagement
- 2 16,000 volunteer hours in 2024
- 3 Accessible volunteering opportunities
- 4 \$4M+ in grants and sponsorships

Since the inception of Liberty Bank Foundation in 1997, the bank has awarded more than \$20 million in grants to nonprofit organizations throughout its service area. The bank's mission, and its brand promise to Be Community Kind, is centered on enhancing the lives of its customers, teammates, and communities. Through its charitable foundation, teammate volunteerism, and corporate sponsorships, Liberty Bank invests significantly in the community.

The company achieved a **100% volunteer engagement rate in 2024**. Liberty employees are offered 30 hours of paid time off to volunteer each year and logged a total of around 16,000 hours. We interviewed Toral Maher, Foundation Manager & Executive Director, to learn how Liberty Bank attained such impressive 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	1–1,000	1,001–5,000	5,001–10,000	10,001–50,000	50,001–100,000	100,000+
n = number of companies	n = 49	n = 91	n = 54	n = 85	n = 19	n = 11
Combined Engagement	39.4%	39.9%	23.9%	17.0%	16.6%	13.6%
Giving Engagement	21.6%	17.7%	10.5%	8.4%	8.5%	9.4%
Volunteering Engagement	63.8%	34.7%	19.7%	12.8%	11.1%	5.3%
Average Annual Employee Donation per Donor Median Employee Donation	\$1,786 \$300	\$823 \$202	\$685 \$181	\$751 \$130	\$828 \$100	\$625 \$124
Average Annual Company Match per Participant Median Company Match	\$4,185 \$500	\$585 \$150	\$546 \$108	\$869 \$160	\$685 \$104	\$617 \$120
Average Hours per Volunteer Median Hours per Volunteer	19 6	12 4	12 4	13 4	9 3	16 4
Percentage of Virtual Volunteer Hours	7%	11%	17%	19%	11%	8%



Companies with less than 1,000 employees continued to flourish this year, with over 60% volunteering engagement.



HUSCH BLACKWELL



Uncommon Together: Husch Blackwell's Powerful Community Impact Strategy

HIGHLIGHTS

- 1 \$2M+ in charitable donations in 2024
- 2 2,349 volunteer hours across 69 projects
- 3 Engages new hires to embed CSR into company culture
- 4 Leverages data to tell compelling stories of impact

Husch Blackwell's commitment to social impact includes robust programs in employee and corporate giving, disaster relief matching, in-person and virtual volunteering, and strategic engagement initiatives. These programs are a core part of Husch Blackwell's culture and reflect the firm's dedication to being "Uncommon Together"—leveraging collective strengths to make a meaningful difference in communities nationwide.

The company achieved **significant increases in both their donation engagement rate and total donations in 2024**. Husch Blackwell took strategic steps to formalize its CSR strategy and align the firm's philanthropic vision with intentional action through structured programs, clear policies, and technology-supported systems such as YourCause CSRconnect. We interviewed Sara Williams, Corporate Social Responsibility Manager, to learn how Husch Blackwell managed such incredible results.

[READ THE INTERVIEW](#)

Volunteer Hours by Group Size

Individual volunteering continues to be the primary mode of engagement, but there was a slight rise in average hours for large team events in 2024.

The average hours for large events increased most for companies with more than 10,000 employees, perhaps indicating the popularity of company-wide volunteer days or the use of volunteering within larger-scale team-building efforts.

	Average hours per volunteer			
	Individual	Small Team	Medium Team	Large Team
1-1,000	29.9	6.4	5.0	2.0
1,001-5,000	27.4	5.4	4.4	3.2
5,001-10,000	36.8	4.8	4.2	4.7
10,001-50,000	29.2	6.5	5.3	5.3
50,001-100,000	30.6	5.1	3.9	3.9
100,000+	43.3	5.7	4.1	4.1

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+).

A large group volunteering event hosted by the Girls Friendly Society (GFS) charity at our Corporate Social Impact Summit in London, UK.



Percentile Ranking for Engagement Rates

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

Small-to-mid-sized companies lead the way, even at the highest percentiles.

Across combined, giving, and volunteering engagement, the 90th percentile of companies sized 1-1,000 and 1,000-5,000 employees had higher engagement rates than the 90th percentile of companies of any other size.

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	20.6%	11.9%	11.0%	3.9%	4.5%	5.0%
25 th Percentile	25.7%	22.9%	18.1%	7.2%	5.4%	7.6%
Median	42.2%	35.7%	21.1%	13.2%	12.2%	14.0%
75 th Percentile	66.1%	51.6%	34.5%	31.7%	23.5%	16.3%
90 th Percentile	68.8%	71.1%	42.9%	46.0%	33.1%	19.7%
Giving Engagement						
10 th percentile	5.4%	5.1%	3.3%	1.3%	1.8%	3.1%
25 th Percentile	13.6%	7.9%	4.2%	2.5%	2.6%	4.8%
Median	21.5%	12.5%	8.5%	5.0%	5.0%	6.4%
75 th Percentile	34.5%	25.0%	14.4%	12.8%	10.2%	13.1%
90 th Percentile	66.1%	31.5%	21.9%	27.0%	21.6%	14.4%
Volunteering Engagement						
10 th percentile	17.5%	4.0%	4.1%	1.5%	1.3%	2.1%
25 th Percentile	21.3%	13.2%	8.0%	3.0%	3.2%	2.5%
Median	50.5%	26.3%	16.9%	9.0%	5.9%	3.8%
75 th Percentile	73.1%	40.9%	24.3%	16.3%	12.6%	4.8%
90 th Percentile	84.7%	60.3%	31.6%	34.3%	20.3%	13.2%

Percentile Rankings for Giving and Volunteering

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

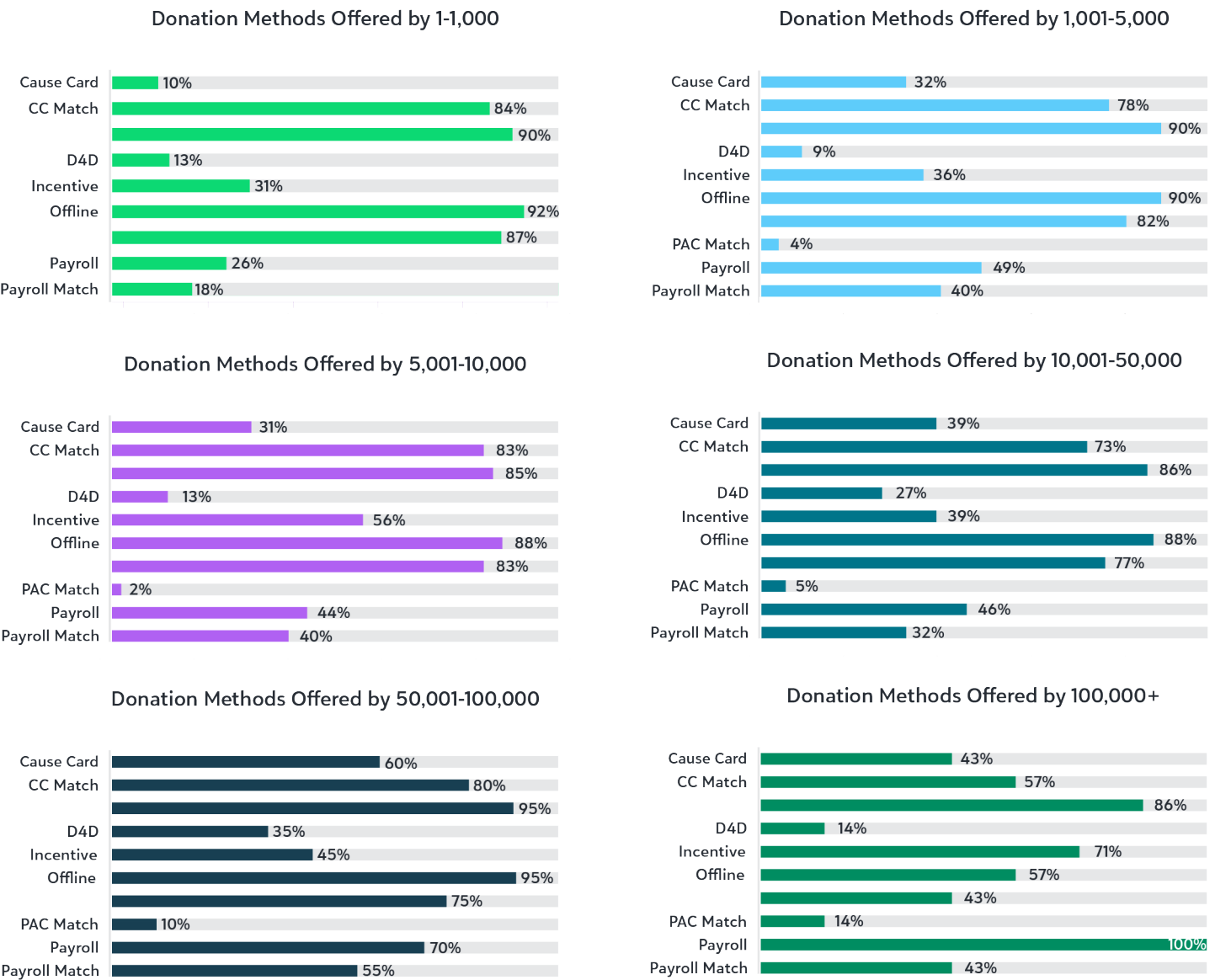
The top percentiles of employee donations and company matches increase for companies with the smallest and the biggest employee sizes.

The 90th percentile of companies with 1-1,000 employees and companies with 100,000+ both saw an increase in average donations and company matches, showing that passionate organizations of various sizes are investing into their philanthropic engagement initiatives and are able to rally employees to continue giving to important causes.

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	\$279	\$259	\$237	\$235	\$274	\$195
25 th Percentile	\$381	\$423	\$338	\$434	\$400	\$231
Median	\$627	\$587	\$596	\$737	\$678	\$247
75 th Percentile	\$2,492	\$1,042	\$809	\$1,117	\$909	\$1,178
90 th Percentile	\$5,244	\$1,387	\$950	\$1,450	\$1,693	\$1,287
Company Match per Participant						
10 th Percentile	\$258	\$110	\$133	\$198	\$227	\$231
25 th Percentile	\$415	\$224	\$235	\$427	\$296	\$241
Median	\$733	\$496	\$419	\$756	\$465	\$398
75 th Percentile	\$2,456	\$838	\$714	\$1,171	\$686	\$865
90 th Percentile	\$8,942	\$1,319	\$900	\$1,340	\$1,684	\$1,419
Hours per Volunteer						
10 th Percentile	5.6	5.8	5.1	5.5	5.6	8.0
25 th Percentile	8.2	7.2	6.3	6.7	7.4	8.1
Median	12.5	11.4	9.7	13.3	11.6	11.1
75 th Percentile	17.6	17.6	15.0	20.5	15.9	15.4
90 th Percentile	28.8	25.0	22.4	35.0	23.5	17.3

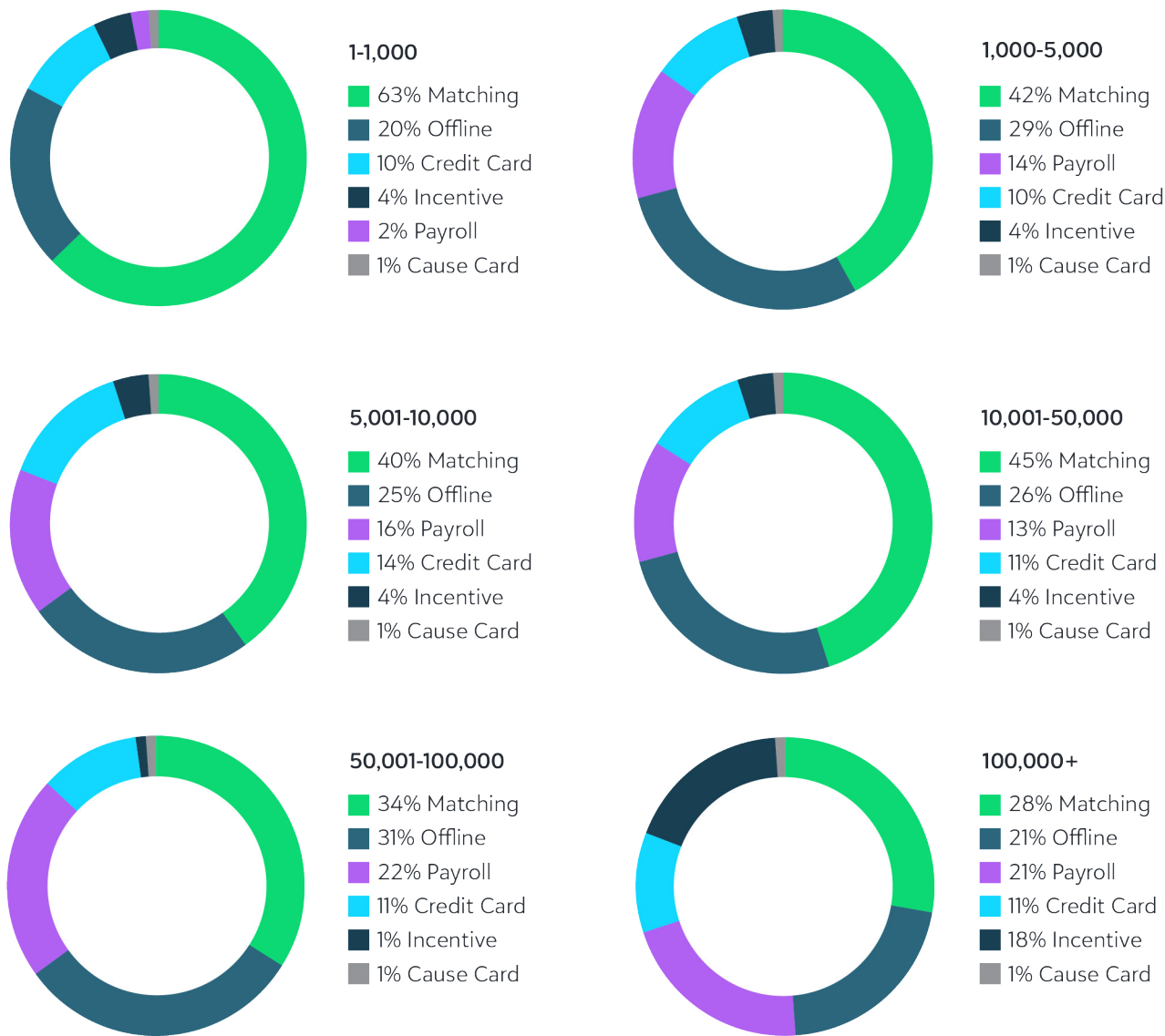
Giving Methods Offered by Enterprise Size

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 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.



SECTION

03

Donation Method Trends

Key Findings

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

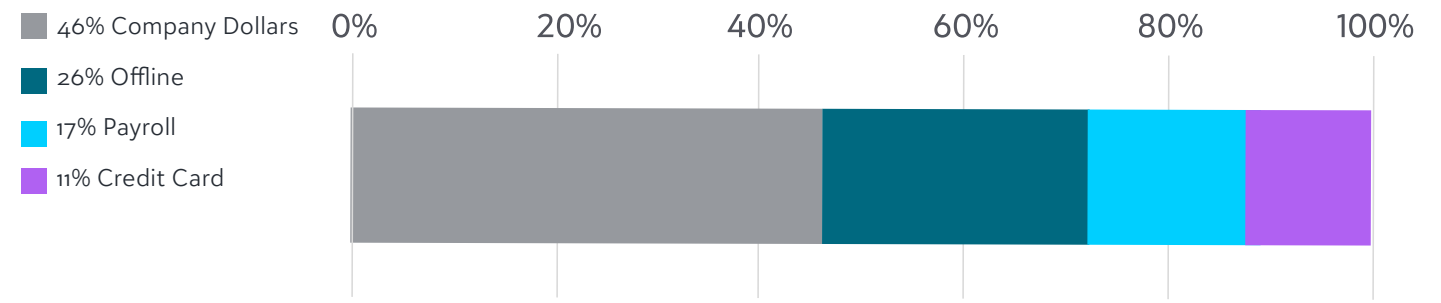
Although more dollars were donated via the offline giving method, payroll continues to see the highest participation rate across companies. The giving engagement rate for payroll increased again since last year.

► **46% of total donations were funded by company dollars.**

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

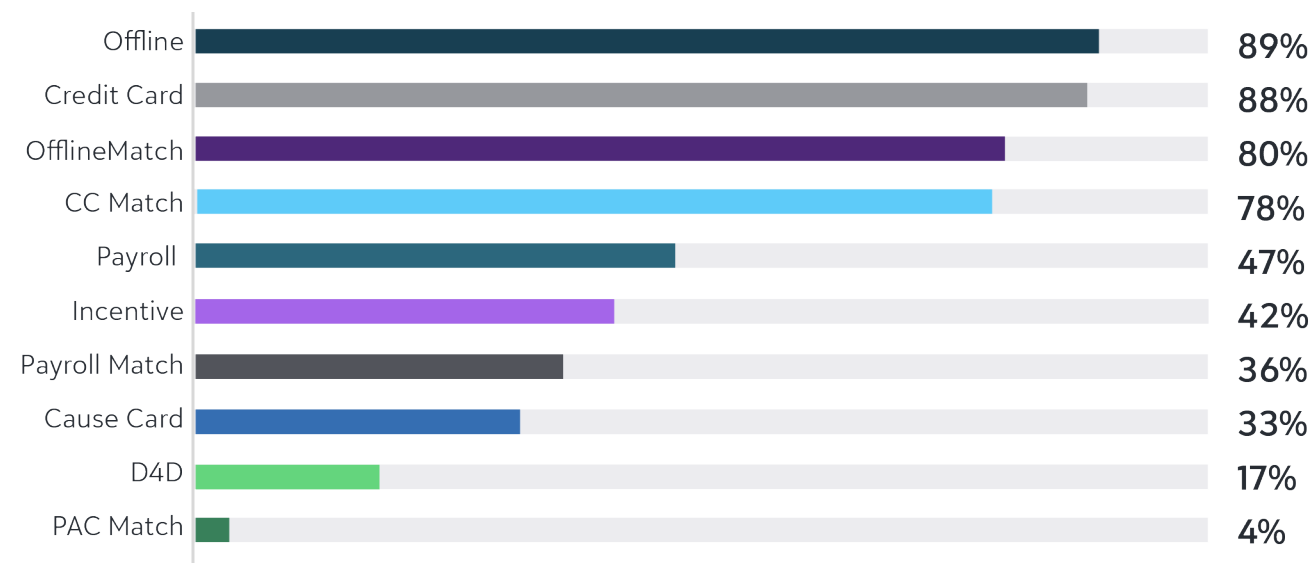
Donation Dollars Distribution

This bar chart shows the percentage of the 2024 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 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 = 681,771	Tenured Employees n = 6,542,479
Giving Engagement Rate	3.87%	9.86%
Average Annual Employee Donation per Donor Median Employee Donation	\$218 \$25	\$768 \$130
Average Annual Company Match per Participant Median Company Match	\$237 \$50	\$755 \$144
Average Transactions per Donor Median Transactions	2 1	7 2

Incentive Programs

The most common incentive program offered by companies are Dollars for Doers programs in which companies donate to organizations that the employees volunteered with. 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.



Donation Engagement

Payroll giving continues to lead with the highest employee participation.

Payroll giving had the highest engagement rate at 6.7%. This giving method also saw the highest average and median 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 Median Number of Transactions	Average Donation Median Donation
Offline n = 4,135,792	2.7%	3 1	\$1,287 \$150
Offline Match n = 3,520,118	2.4%	3 1	\$1,269 \$250
Credit Card n = 4,597,839	2.1%	2 1	\$639 \$100
Credit Card Match n = 3,670,563	1.9%	2 1	\$767 \$150
Payroll n= 3,632,029	6.7%	11 8	\$404 \$110
Payroll Match n = 2,308,117	4.9%	9 4	\$352 \$104
Cause Card n = 1,561,889	0.9%	1 1	\$219 \$20
Incentive n = 2,743,946	3.6%	3 1	\$386 \$100
Dollars for Doers n = 1,280,024	0.9%	2 1	\$1,146 \$500
PAC Match n = 364,882	0.7%	3 2	\$820 \$350

SECTION

04

Program Trends

Key Findings

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

Companies with both giving and volunteering programs continued to engage employees at a higher rate than companies with just one of these programs.

► **There were notable increases in both the average amount per grant and the median sum of grants awarded per client in 2024.**

Compared to last year, the average amount per grant increased by approximately 13%, and the median sum of grants per client increased by around 38%.

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 = 75 s = 688,938	Volunteering Only n = 77 s = 2,119,547	Giving and Volunteer n = 157 s = 4,410,152
Engagement Rate	5.1%	7.3%	16.8%
Average Employee Donation per Donor Median Employee Donation	\$720 \$155	n/a	\$746 \$120
Average Company Match per Participant Median Company Match	\$1,017 \$200	n/a	\$710 \$130
Average Transactions per Donor Median Transactions	10 2	n/a	7 3
Average Volunteer Hours per Employee Median Volunteer Hours	n/a	10 4	13 4

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, average transactions per donor, and average and median employee donations are greater for companies with pledge campaigns, although average 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

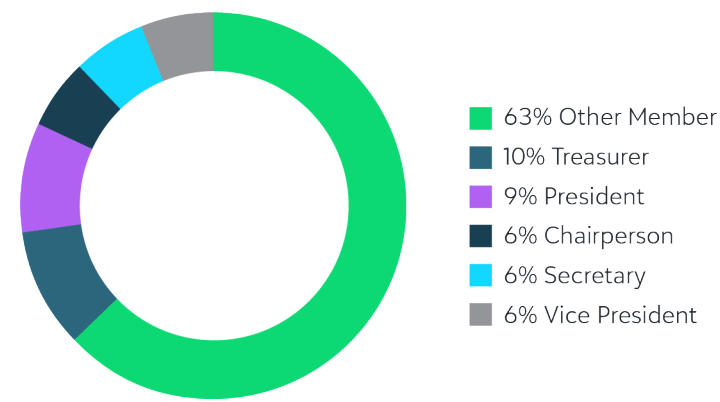
	Pledge Campaigns n = 50 s = 1,058,958	Year-Round Programs n = 182 s = 4,057,945
Employee Engagement	13.4%	8.1%
Average Employee Donation per Donor Median Employee Donation	\$771 \$180	\$738 \$110
Average Company Match per Participant Median Company Match	\$662 \$130	\$775 \$130
Average Transactions per Donor Median Transactions	9 2	6 2

Board Service

What is the median donation amount for employees who serve on boards? Medians were calculated for 2024 donations where employees were marked as active board members within the platform.

Percent of Board Member Roles

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



\$700
Median Annual Employee
Donation for Board
Members

\$814
Median Annual Company
Match for Board
Members

The Liberty Bank team making a \$1 million grant to the Northern Middlesex YMCA to support their *All Together Better* Capital Campaign.



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 a subset of 96 companies that leveraged Engagement Elements to drive employee donations.

Companies That Leverage Engagement Elements to Drive Donations:

Giving Engagement Rate: **9.5%**



\$48 / \$15

Average / **Median** Employee Donation through an Engagement Element

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

Giving Engagement Rate: **8.9%**



\$49 / \$14

Average / **Median** Company Match 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 RELIGIOUS

Top Five Charity Types for Volunteering

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

Resource Groups

Employee Resource Groups (ERGs) provide colleagues with similar interests a common place to communicate, share documents, and feature events. The chart below reflects 2024 engagement and participation data from companies that used the Groups functionality in CSRconnect. Clients using ERGs had significantly higher combined and volunteering engagement rates at 18.6% and 13.4%, respectively, compared to 15.7% and 8.3% for clients without ERGs.



18.7%

Combined Engagement Rate



8.6/13.4%

Giving Engagement Rate/ Volunteering Engagement Rate



\$726
\$130

Average Annual Employee Donation per Donor
Median Annual Employee Donation per Donor



\$642
\$120

Average Annual Company Match per Participant
Median Annual Company Match per Participant



7
2

Average Transactions per Donor
Median Transactions per Donor



12
4

Average Volunteer Hours per Employee
Median 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.

Hurricane Relief

In 2024, we unfortunately saw many destructive hurricanes and storms. The Atlantic hurricane season was especially active and damaging, including major hurricanes such as Milton and Helene. Supporting hurricane relief efforts was therefore a major disaster response initiative for companies and their employees last year.

Here is the data on how YourCause clients engaged with hurricane relief efforts in the duration and aftermath of Hurricane Helene and Milton (between September 24th and December 31st 2024):



YourCause Disaster Response Taskforce

At YourCause, we have established a Disaster Response Taskforce that aims to support clients with responding to disasters in a timely manner. Our internal experts within the Taskforce thoughtfully research disasters as they occur and pull together materials that are posted in our CSRconnect Community for our clients to put into action. This includes:

- Recommended, vetted nonprofits that we’ve verified are responding to the crisis at hand
- Suggested product functionality to drive awareness and action
- Sample photos and language to help clients quickly launch disaster relief pages and fully engage employees

In 2024, approximately \$1.7 million went to charities that were highlighted by our Disaster Response Taskforce’s resources for Hurricane Helene and Hurricane Milton.

Corporate Grantmaking with GrantsConnect

The data below breaks down grant programs offered by companies using GrantsConnect in 2024.

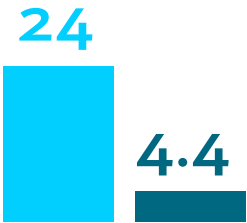
Cash vs. In-kind Gifts

This year we looked at grants awarded by type. Of the 43,465 grants processed through GrantsConnect, 99.1% of the total value was from cash grants, and less than 1% was in-kind gifts.



\$9.67K
average amount per
grant awarded

In 2024, the average amount per grant **increased by approximately 13%.**



The largest number of programs for one client was 24, while the average number of programs per client in 2024 was 4.4.

Data includes clients using GrantsConnect in 2023

	Sum of Grants per Client
10th percentile	\$74,167
25th percentile	\$308,806
Median	\$1,239,188
75th percentile	\$3,226,071
90th percentile	\$6,290,711

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 2024, the **median sum of grants per client increased by around 38%.**

Grant Dollars Awarded by Location

Here we looked at grant dollars awarded to charities in the U.S. vs. internationally. Of the total \$420 million in grants awarded worldwide, 95% of those grants (~\$399 million) were awarded to U.S. charities, while 5% (~\$21 million) were awarded internationally. While this marks a shift away from the significantly higher proportion of international grants last year (20%), the average amount per international grant did increase by around 23% in 2024.

\$420.5M

Sum of grant dollars
awarded in 2024

95%

Percent of grant dollars
awarded in the U.S.

\$10.8K

Average amount per
international grant

Average Annual Grant Amount by Industry

Data includes clients using
GrantsConnect in 2024
n = number of companies

Finance and Insurance n= 41	9,914	\$11,684
Manufacturing n= 39	6,032	\$16,421
Professional, Scientific, and Technical Services n= 11	4,183	\$17,092
Health Care and Social Assistance n= 10	2,599	\$9,181
Retail Trade n= 9	13,307	\$1,275
Information n= 7	416	\$26,302
Utilities n= 6	1,729	\$8,679
Wholesale Trade n= 4	351	\$22,717

**Number of Individual
Grants Awarded in 2024**

**Average Amount/Grant
Awarded**

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

Key Findings

► **Finance and Insurance companies lead with a big rise in volunteering engagement.**

The 'Finance and Insurance' industry saw a major increase of seven percentage points in volunteering engagement to take the lead this year at 22.2%.

► **Manufacturing and Retail Trade industries see increased donations and matches.**

In 2024, the 'Manufacturing' and 'Retail Trade' industries were the only ones with increases in both the average annual employee donation per donor and the average annual company match per participant.

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.

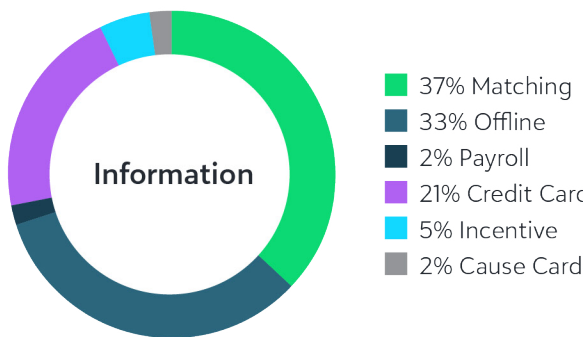
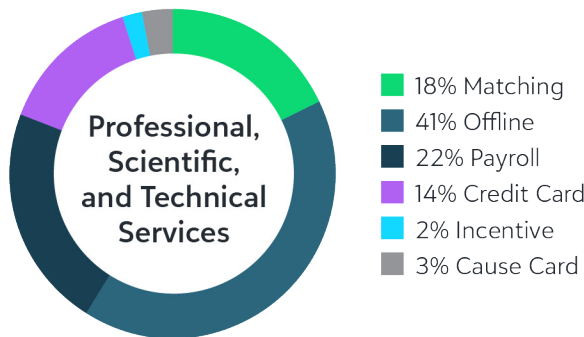
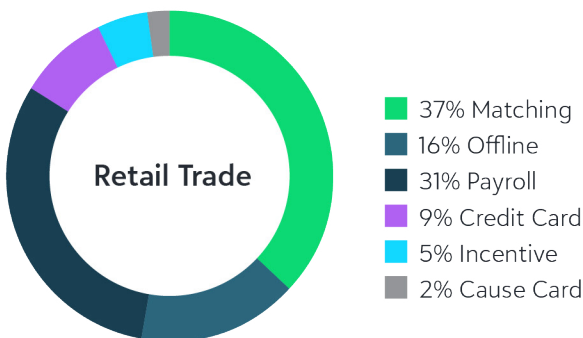
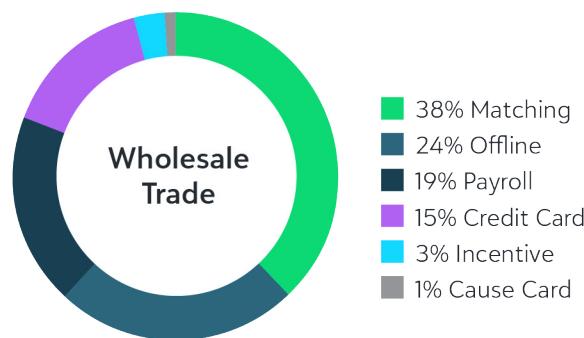
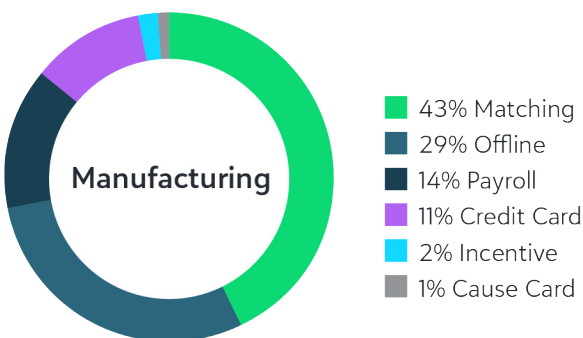
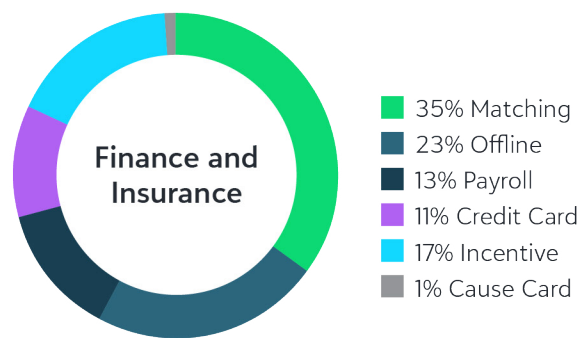
Finance and Insurance companies take the lead in volunteer engagement rates.

Employees in the finance and insurance industry have the highest volunteer engagement rate at 22.2%, which is a significant increase of around seven percentage points compared to last year.

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 Median Annual Donation per Donor	Average Annual Company Match per Participant Median Annual Company Match	Average Hours per Volunteer Median Hours per Volunteer
Finance and Insurance n = 104	989,384	24.6%	13.0%	22.2%	\$991 \$208	\$771 \$120	14.8 5.0
Manufacturing n = 68	1,556,739	15.5%	8.9%	9.1%	\$1,015 \$206	\$970 \$208	15.4 4.0
Professional, Scientific, and Technical Services n = 24	712,790	23.3%	14.5%	12.7%	\$1,024 \$80	\$458 \$25	6.7 3.5
Wholesale Trade n = 19	419,907	10.5%	5.9%	8.3%	\$697 \$185	\$589 \$135	9.7 2.5
Information n = 18	89,167	22.3%	12.1%	22.0%	\$540 \$150	\$380 \$106	12.7 11.0
Retail Trade n = 14	584,953	14.4%	4.0%	13.3%	\$397 \$120	\$446 \$100	8.5 3.0
Utilities n = 13	178,380	19.7%	13.1%	12.0%	\$719 \$253	\$813 \$460	20.4 4.0
Health Care and Social Assistance n = 11	1,139,045	13.9%	9.2%	4.9%	\$243 \$52	\$244 \$76	13.5 4.5

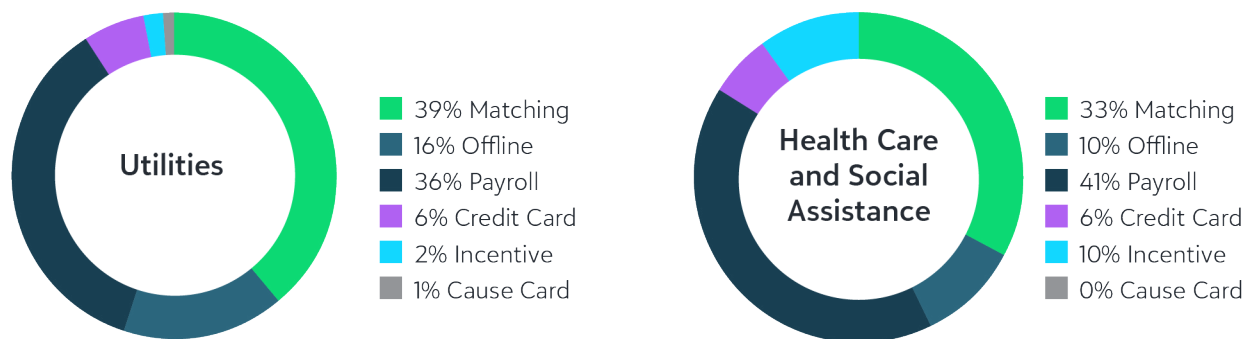
Donation Distribution by Industry

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).



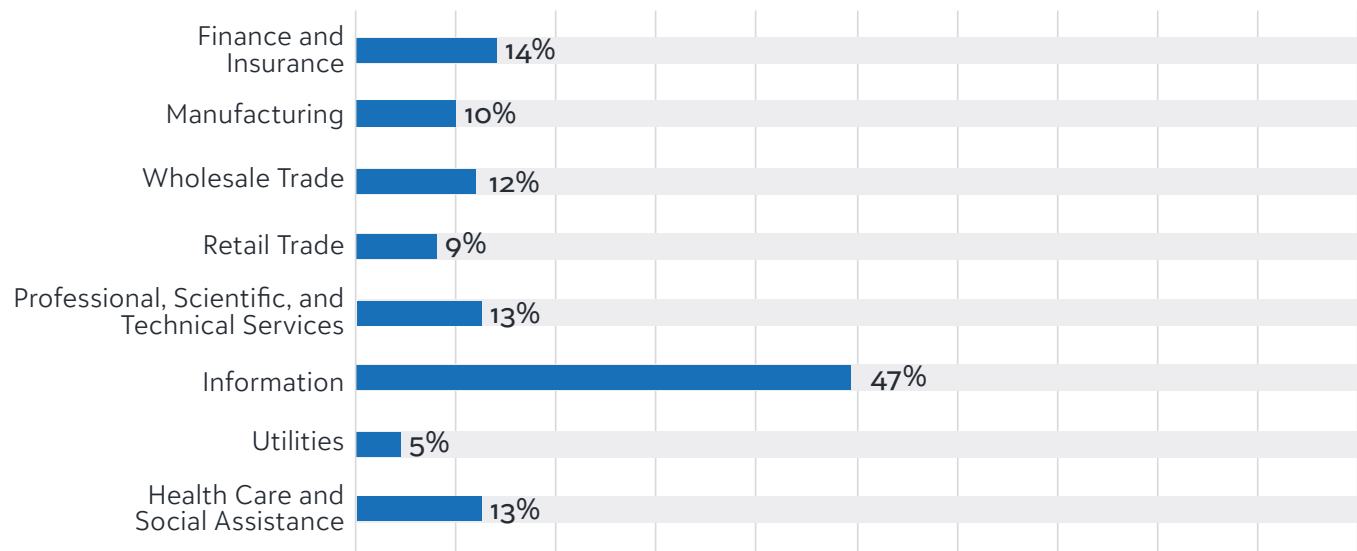
Donation Distribution by Industry

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. Companies in the Information industry led the way here in 2024 with almost half their total volunteering hours coming from virtual events.



SECTION

06

Geographic Trends

Key Findings

- **International employees (based outside of the U.S.) saw increased volunteering and combined engagement.**

Volunteer engagement was slightly higher for non-U.S.-based employees than last year, and combined engagement increased by more than three percentage points in 2024.






- **86% of companies evaluated in this report have employees based outside of the U.S.**

Out of the 309 companies evaluated in this report, 265 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, the average and median employee donations, the average and median company matches, as well as the average and median volunteer hours within a work region.

n = eligible
employee
sample size

	West n = 1,063,203 	South n = 1,164,071 	East n = 1,032,333 	North n = 428,456 	Midwest n = 580,824 
Engagement (Giving/Volunteering)	11.5% / 6.9%	9.8% / 8.2%	13.0% / 10.9%	11.0% / 13.4%	11.3% / 10.2%
Average Annual Donation per Donor	\$1,064	\$804	\$879	\$962	\$964
Median Annual Donation per Donor	\$210	\$120	\$130	\$200	\$180
Average Annual Company Match	\$1,005	\$762	\$794	\$987	\$936
Median Annual Company Match	\$258	\$137	\$150	\$200	\$200
Average Volunteer Hours per Employee	19	15	8	18	17
Median Hours	4	4	4	5	4
	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 = 5,534,595	International n = 1,684,042
Combined Engagement	18.6%	10.6%
Giving Engagement	11.0%	3.0%
Volunteering Engagement	10.8%	8.4%
Average Annual Employee Donation per Donor Median Annual Employee Donation	\$757 \$130	\$435 \$75
Average Annual Company Match per Participant Median Annual Company Match	\$774 \$150	\$253 \$50
Average Transactions per Donor Median Transactions	8 3	4 1
Average Hours per Volunteer Median Hours	14 4	8 4

An attendee at our Corporate Impact Summit in Dallas engaging in a volunteering event assembling Career Readiness Packages, providing underserved job seekers with essential tools and resources for career success.

Continent Insights

Outside of North America, employees in Asia have the highest engagement rates, and employees in Africa have the highest average donations.

While the average donation from employees in Africa is very high (\$1,306) and above North America, our 2024 data shows that this is driven largely by major outlier donations, since the median (\$100) is comparable to employee donations in other continents and lower than the median donation from employees in North America (\$150).

	Africa	Asia	Asia-Europe	Europe	North America	Oceania	South America
s = employee workforce n = number of companies	s = 24,845 n=126	s = 547,886 n=212	s = 12,959 n=117	s = 481,406 n=197	s = 4,755,272 n=308	s = 43,317 n=167	s = 76,404 n=119
Combined Engagement	2.77%	11.52%	3.40%	7.15%	17.12%	6.21%	3.58%
Giving Engagement	1.11%	3.42%	1.76%	2.71%	10.18%	2.63%	1.06%
Volunteering Engagement	1.48%	8.66%	2.09%	4.49%	8.87%	3.52%	2.68%
Average Annual Employee Donation per Donor Median Annual Donation per Donor	\$1,306 \$100	\$237 \$40	\$743 \$100	\$356 \$55	\$911 \$150	\$480 \$99	\$166 \$30
Average Annual Company Match per Participant Median Annual Company Match	\$624 \$118	\$128 \$50	\$559 \$100	\$353 \$100	\$863 \$200	\$487 \$100	\$212 \$80
Average Transactions per Donor Median Transactions	4 1	1 1	3 1	2 1	6 2	3 1	2 1
Average Volunteer Hours per Employee Median Volunteer Hours	13 4	7 4	7 4	12 5	16 4	13 4	10 6

SECTION

07

Performance by Work Country

Insight from an Outside Source

- **In 2024, the global percentage of engaged employees fell from 23% to 21%. Engagement has only fallen twice in the past 12 years, in 2020 and 2024.**

2025 Gallup State of the Global Workforce



Why Employee Engagement
is so Important for 2025
and Beyond

[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 - \$763
- 2 Switzerland - \$727
- 3 Israel - \$727
- 4 Hungary - \$715
- 5 Canada - \$535

Top Five by Average Volunteer Hours

- 1 Vietnam - 20
- 2 Czech Republic - 18
- 3 Honduras - 18
- 4 Germany - 17
- 5 United Kingdom - 14

Attendees at our Corporate Social Impact Summit in London, UK, engaged in a volunteering activity around mentoring and empowering girls and young women.



Employee Work Country	Combined Engagement	Giving Engagement	Volunteering Engagement	Average Annual Employee Donation per Donor / Median Annual Donation	Average Annual Company Match per Participant / Median Company Match	Average Number of Transactions / Median Transactions	Average Hours per Volunteer / Median Hours
Afghanistan	44.8%	26.5%	30.4%	\$404 / \$76	\$380 / \$52	4 / 2	11 / 5
Albania	41.0%	23.0%	28.6%	\$326 / \$100	\$209 / \$100	4 / 1	14 / 6
Algeria	5.5%	2.0%	4.8%	\$463 / \$327	\$390 / \$195	2 / 1	10 / 6
American Samoa	36.9%	21.6%	26.7%	\$126 / \$48	\$151 / \$76	4 / 2	10 / 7
Andorra	25.0%	9.5%	25.0%	\$384 / \$384	\$100 / \$100	14 / 14	4 / 4
Angola	0.8%	0.5%	0.3%	\$7,744 / \$690	\$4,492 / \$3,345	24 / 12	8 / 4
Antarctica	68.8%	25.0%	47.1%	\$760 / \$675	\$723 / \$650	7 / 7	8 / 5
Antigua	6.4%	4.3%	6.3%	\$1 / \$1	\$150 / \$150	1 / 1	25 / 25
Argentina	10.8%	1.4%	8.6%	\$647 / \$40	\$366 / \$120	2 / 1	11 / 8
Armenia	47.1%	37.1%	14.7%	\$268 / \$39	\$388 / \$30	2 / 2	16 / 7
Aruba	2.0%	1.9%	1.5%	\$100 / \$100		1 / 1	14 / 14
Australia	6.9%	2.0%	4.8%	\$390 / \$67	\$352 / \$100	2 / 1	11 / 4
Austria	5.8%	1.2%	5.4%	\$49 / \$40	\$183 / \$95	2 / 1	11 / 5
Azerbaijan	1.0%		1.0%				9 / 6
Bahamas	2.5%	2.5%	0.9%	\$92 / \$83	\$104 / \$95	2 / 1	
Bahrain	3.9%		0.7%				2 / 2
Bangladesh	14.7%	6.5%	5.9%	\$644 / \$27	\$430 / \$150	2 / 1	3 / 4
Barbados	3.1%	1.9%	2.0%	\$33 / \$27	\$52 / \$52	6 / 4	14 / 14
Belgium	11.9%	3.7%	6.7%	\$261 / \$55	\$289 / \$100	2 / 1	10 / 4
Belize	7.1%	5.3%	1.8%	\$28 / \$28	\$37 / \$35	3 / 4	18 / 18
Bermuda	15.2%	8.0%	12.7%	\$2,523 / \$450	\$3,347 / \$375	2 / 1	8 / 4
Bhutan	66.7%	33.3%	33.3%	\$240 / \$240		12 / 12	16 / 16
Bolivia	13.0%	13.0%	3.5%	\$511 / \$511	\$525 / \$525	2 / 1	5 / 5
Bosnia and Herzegovina	31.0%	1.7%	13.6%	\$68 / \$66	\$84 / \$78	2 / 2	7 / 8
Brazil	4.2%	1.2%	4.0%	\$69 / \$39	\$132 / \$66	1 / 1	10 / 5
Brunei	4.5%	0.5%	4.0%	\$10 / \$10		1 / 1	3 / 1
Bulgaria	3.7%	1.8%	1.4%	\$19 / \$20	\$258 / \$300	1 / 1	3 / 3
Burundi	100.0%	100.0%		\$70 / \$70	\$70 / \$70	3 / 3	
Cabo Verde	40.0%	40.0%		\$85 / \$85	\$85 / \$85	3 / 3	
Cambodia	19.8%	8.3%	12.4%	\$147 / \$130	\$198 / \$25	5 / 2	9 / 14
Cameroon	15.4%	7.7%	14.6%	\$58 / \$58	\$74 / \$80	1 / 1	5 / 3

Employee Work Country	Combined Engagement	Giving Engagement	Volunteering Engagement	Average Annual Employee Donation per Donor / Median Annual Donation	Average Annual Company Match per Participant / Median Company Match	Average Number of Transactions / Median Transactions	Average Hours per Volunteer / Median Hours
Canada	19.4%	6.8%	12.9%	\$535 / \$123	\$405 / \$112	5 / 2	8 / 4
Canary Islands	45.5%	27.3%	30.8%	\$197 / \$197	\$300 / \$300	9 / 12	3 / 3
Cayman Islands	18.2%	1.3%	16.9%	\$50 / \$50	\$50 / \$50	1 / 1	5 / 3
Chad	1.6%	3.2%		\$721 / \$721	\$731 / \$731	13 / 13	
Chile	0.7%	0.2%	1.2%	\$128 / \$128	\$311 / \$300	4 / 1	6 / 3
China	9.3%	1.0%	9.0%	\$65 / \$10	\$135 / \$39	1 / 1	11 / 4
Christmas Island	50.0%	25.0%	25.0%	\$10 / \$10	\$10 / \$10	1 / 1	6 / 6
Colombia	4.4%	0.9%	4.7%	\$173 / \$20	\$281 / \$45	2 / 1	14 / 8
Comoros	100.0%		100.0%				3 / 3
Cook Islands	100.0%		100.0%				2 / 2
Costa Rica	5.2%	1.4%	5.5%	\$10 / \$6	\$20 / \$6	1 / 1	9 / 5
Croatia	13.4%	2.1%	3.6%	\$75 / \$75	\$279 / \$350	1 / 1	9 / 8
Cuba	40.0%	33.3%	26.7%	\$8 / \$5	\$17 / \$17	2 / 1	0 / 1
Cyprus	3.5%		0.5%				1 / 1
Czech Republic	3.5%	0.7%	3.0%	\$73 / \$43	\$189 / \$104	1 / 1	18 / 7
Denmark	6.2%	1.4%	10.1%	\$128 / \$100	\$222 / \$197	2 / 1	6 / 6
Djibouti	50.0%		50.0%				5 / 5
Dominica	40.0%	20.0%	20.0%	\$10 / \$10		1 / 1	2 / 2
Dominican Republic	13.2%	0.3%	12.8%	\$88 / \$25	\$176 / \$138	2 / 1	2 / 2
Ecuador	1.6%	0.7%	1.4%	\$2,567 / \$850	\$1,357 / \$225	3 / 3	7 / 3
Egypt	1.4%	0.8%	0.5%	\$688 / \$100	\$574 / \$100	3 / 1	17 / 2
El Salvador	21.1%	9.6%	12.9%	\$29 / \$20	\$126 / \$115	2 / 2	10 / 8
Equatorial Guinea	3.5%	12.1%	3.5%	\$575 / \$500	\$525 / \$400	2 / 2	2 / 2
Eritrea	16.7%	16.7%	14.3%	\$1 / \$1		1 / 1	2 / 2
Estonia	22.5%	7.6%	5.8%		\$170 / \$50	1 / 1	7 / 8
Ethiopia	22.0%	12.0%	10.0%	\$56 / \$52	\$49 / \$46	4 / 2	6 / 4
Falkland Islands	25.0%	25.0%	25.0%	\$20 / \$20		1 / 1	4 / 4
Faroe Islands	100.0%	100.0%	50.0%	\$1,292 / \$1,292	\$650 / \$650	8 / 8	8 / 8
Fiji	19.1%	0.2%	6.6%	\$75 / \$75		3 / 3	4 / 4
Finland	9.9%	3.0%	8.2%	\$158 / \$67	\$124 / \$75	1 / 1	7 / 3
France	6.8%	1.1%	2.8%	\$222 / \$56	\$255 / \$75	2 / 1	7 / 3

Employee Work Country	Combined Engagement	Giving Engagement	Volunteering Engagement	Average Annual Employee Donation per Donor / Median Annual Donation	Average Annual Company Match per Participant / Median Company Match	Average Number of Transactions / Median Transactions	Average Hours per Volunteer / Median Hours
French Guiana	100.0%	100.0%	50.0%	\$305 / \$305		7 / 7	76 / 76
Georgia	40.9%	27.4%	25.9%	\$614 / \$100	\$387 / \$100	4 / 1	9 / 4
Germany	5.3%	2.0%	5.2%	\$486 / \$110	\$358 / \$150	2 / 1	17 / 6
Ghana	6.8%	4.9%	2.7%	\$60 / \$50	\$29 / \$26	4 / 1	4 / 2
Greece	17.7%	3.8%	13.8%	\$178 / \$53	\$170 / \$53	1 / 1	5 / 3
Grenada	10.5%	5.1%	10.9%	\$213 / \$213	\$150 / \$150	8 / 8	8 / 7
Guadeloupe	66.7%	66.7%	7.7%	\$48 / \$48	\$49 / \$49	3 / 3	7 / 7
Guam	37.0%	30.9%	6.3%	\$266 / \$100		10 / 11	4 / 3
Guatemala	6.3%	1.0%	10.8%	\$15 / \$15	\$103 / \$50	1 / 1	5 / 5
Guernsey	23.4%	8.5%	23.4%		\$396 / \$242	2 / 1	14 / 6
Guinea-Bissau	100.0%		100.0%				250 / 250
Guyana	0.7%	0.7%		\$104 / \$104	\$104 / \$104	1 / 1	
Haiti	23.0%	19.7%	6.4%	\$33 / \$20	\$38 / \$25	2 / 1	10 / 10
Honduras	6.0%	1.2%	26.2%	\$110 / \$110	\$40 / \$40	6 / 6	18 / 5
Hong Kong	14.2%	3.4%	17.5%	\$305 / \$100	\$174 / \$69	1 / 1	10 / 3
Hungary	13.7%	3.4%	8.6%	\$715 / \$52	\$169 / \$113	2 / 1	9 / 6
Iceland	6.7%	36.4%	0.9%		\$50 / \$50	1 / 1	5 / 5
India	15.8%	3.7%	11.5%	\$211 / \$60	\$92 / \$50	1 / 1	6 / 5
Indonesia	5.9%	1.1%	4.0%	\$827 / \$130	\$356 / \$250	3 / 2	12 / 7
Iran	10.0%	8.0%	2.2%	\$215 / \$24	\$211 / \$25	7 / 2	3 / 3
Iraq	3.5%	1.4%	2.1%	\$81 / \$81	\$141 / \$141	1 / 1	4 / 2
Ireland	14.6%	6.6%	11.9%	\$198 / \$28	\$238 / \$80	2 / 1	11 / 4
Isle of Man	10.3%	7.7%	5.1%	\$702 / \$229	\$421 / \$229	2 / 1	4 / 4
Israel	22.7%	6.8%	14.6%	\$727 / \$100	\$560 / \$200	1 / 1	8 / 5
Italy	7.9%	1.7%	5.9%	\$221 / \$40	\$279 / \$125	1 / 1	9 / 6
Ivory Coast	5.6%	5.6%	2.4%	\$348 / \$348	\$273 / \$273	4 / 4	2 / 2
Jamaica	20.4%	2.5%	13.7%	\$149 / \$23	\$119 / \$10	2 / 1	10 / 7
Japan	9.7%	1.3%	9.0%	\$110 / \$40	\$178 / \$69	1 / 1	6 / 3
Jersey	17.1%	12.9%	12.1%	\$23 / \$20	\$208 / \$35	2 / 1	14 / 4
Jordan	1.8%	1.8%	12.3%		\$400 / \$400	1 / 1	10 / 8
Kazakhstan	5.6%	2.0%	2.9%	\$2,865 / \$720	\$3,159 / \$764	7 / 12	8 / 3

Employee Work Country	Combined Engagement	Giving Engagement	Volunteering Engagement	Average Annual Employee Donation per Donor / Median Annual Donation	Average Annual Company Match per Participant / Median Company Match	Average Number of Transactions / Median Transactions	Average Hours per Volunteer / Median Hours
Kenya	9.9%	0.7%	12.9%	\$40 / \$40	\$58 / \$58	1 / 1	6 / 5
Kuwait	1.2%	0.8%	0.5%	\$66 / \$50	\$67 / \$50	3 / 1	5 / 3
Laos	16.7%	16.7%		\$3 / \$3		2 / 2	
Latvia	16.4%	6.6%	16.5%	\$30 / \$30	\$180 / \$50	1 / 1	6 / 3
Lebanon	8.9%	2.0%	8.2%	\$203 / \$60	\$140 / \$80	6 / 1	4 / 3
Liberia	40.0%		40.0%				19 / 19
Libya	5.6%		5.6%				7 / 7
Lithuania	8.2%	7.1%	2.1%	\$76 / \$25	\$138 / \$50	1 / 1	5 / 4
Luxembourg	24.4%	6.5%	15.5%	\$316 / \$122	\$189 / \$126	1 / 1	7 / 4
Macau	7.2%	0.9%	6.0%		\$60 / \$60	1 / 1	3 / 2
Macedonia	33.3%	33.3%	1.9%	\$8 / \$8		2 / 2	3 / 3
Madagascar	33.3%	25.0%		\$50 / \$50		1 / 1	
Malawi	100.0%	50.0%	5.6%		\$10 / \$10	1 / 1	1 / 1
Malaysia	8.2%	0.8%	8.2%	\$153 / \$37	\$196 / \$100	1 / 1	11 / 4
Maldives	33.3%	33.3%		\$150 / \$150		1 / 1	
Malta	0.5%		0.1%				21 / 21
Mauritania	100.0%	100.0%	100.0%		\$350 / \$350	2 / 2	65 / 65
Mauritius	17.3%	0.5%	16.8%		\$20 / \$20	1 / 1	4 / 1
Mexico	1.5%	0.2%	2.8%	\$116 / \$50	\$209 / \$80	2 / 1	8 / 4
Micronesia	13.2%	1.3%	11.8%	\$1,287 / \$1,287	\$1,287 / \$1,287	1 / 1	2 / 2
Mongolia	75.0%	75.0%	25.0%	\$148 / \$148	\$115 / \$120	4 / 3	7 / 7
Morocco	0.1%	0.0%	0.1%	\$15 / \$15	\$30 / \$30	3 / 3	5 / 1
Myanmar	4.4%	3.9%	51.8%		\$300 / \$300	1 / 1	5 / 4
Namibia	15.8%	13.0%	5.9%	\$130 / \$130	\$130 / \$130	6 / 4	4 / 4
Nepal	34.8%	15.4%	30.4%	\$2 / \$2	\$66 / \$30	1 / 1	40 / 4
Netherlands	9.2%	1.9%	9.0%	\$360 / \$44	\$283 / \$79	2 / 1	9 / 3
New Caledonia	50.0%	50.0%		\$20 / \$20	\$40 / \$40	1 / 1	
New Zealand	3.8%	1.8%	3.3%	\$859 / \$127	\$224 / \$50	1 / 1	9 / 3
Nicaragua	2.1%		2.1%				1 / 1
Niger	50.0%	50.0%		\$16 / \$16		6 / 6	
Nigeria	3.2%	1.6%	2.1%	\$1,440 / \$263	\$1,176 / \$157	4 / 1	5 / 4

Employee Work Country	Combined Engagement	Giving Engagement	Volunteering Engagement	Average Annual Employee Donation per Donor / Median Annual Donation	Average Annual Company Match per Participant / Median Company Match	Average Number of Transactions / Median Transactions	Average Hours per Volunteer / Median Hours
North Korea	33.3%	33.3%	25.0%	\$10 / \$10		1 / 1	9 / 9
Norway	1.5%	0.4%	1.7%	\$101 / \$23	\$315 / \$350	2 / 1	17 / 6
Oman	0.5%	0.2%	0.4%	\$35 / \$35		1 / 1	4 / 4
Pakistan	1.2%	0.9%	0.7%	\$427 / \$350	\$439 / \$100	2 / 1	7 / 3
Panama	5.2%	1.6%	15.8%	\$93 / \$100	\$233 / \$177	2 / 1	12 / 6
Peru	7.7%	1.2%	5.0%	\$39 / \$23	\$154 / \$119	2 / 1	6 / 4
Philippines	22.5%	12.0%	23.5%	\$447 / \$40	\$79 / \$50	1 / 1	7 / 5
Poland	6.6%	1.0%	4.3%	\$101 / \$29	\$214 / \$200	1 / 1	7 / 5
Portugal	6.6%	0.8%	6.2%	\$264 / \$50	\$227 / \$61	1 / 1	7 / 5
Puerto Rico	25.3%	18.4%	11.7%	\$167 / \$50	\$178 / \$50	8 / 8	6 / 3
Qatar	1.7%	1.2%	0.4%	\$2,026 / \$525	\$1,871 / \$1,254	6 / 1	27 / 8
Reunion	50.0%		50.0%				30 / 30
Romania	4.9%	0.7%	7.4%	\$44 / \$21	\$83 / \$21	1 / 1	5 / 5
Russia	1.9%	0.1%	2.2%		\$350 / \$350	1 / 1	8 / 6
Rwanda	33.3%	33.3%	33.3%		\$1,000 / \$1,000	1 / 1	184 / 184
Saint Kitts and Nevis	2.6%	2.6%	2.2%		\$50 / \$50	1 / 1	3 / 3
Saint Vincent and the Grenadines	14.3%		7.7%				10 / 10
Samoa	25.0%	25.0%	25.0%	\$1 / \$1		1 / 1	8 / 8
Saudi Arabia	1.8%	0.1%	2.2%	\$480 / \$480	\$393 / \$400	5 / 1	6 / 4
Senegal	3.7%	3.7%	3.7%	\$30 / \$30	\$15 / \$15	2 / 2	2 / 2
Serbia	5.1%	1.4%	1.6%	\$20 / \$20	\$165 / \$75	1 / 1	14 / 6
Singapore	16.6%	5.3%	16.1%	\$262 / \$78	\$214 / \$80	2 / 2	10 / 4
Sint Maarten	50.0%	14.3%	13.3%	\$35 / \$35	\$5 / \$5	2 / 1	2 / 2
Slovakia	8.5%	1.4%	6.6%	\$20 / \$11	\$257 / \$300	1 / 1	9 / 5
Slovenia	15.0%	1.1%	13.1%	\$10 / \$10	\$143 / \$20	1 / 1	7 / 8
South Africa	7.9%	1.8%	4.6%	\$872 / \$53	\$416 / \$275	2 / 1	13 / 4
South Korea	7.9%	1.5%	7.4%	\$84 / \$38	\$122 / \$40	1 / 1	6 / 4
South Sudan	100.0%	100.0%	33.3%	\$20 / \$20	\$500 / \$500	1 / 1	1 / 1
Spain	8.0%	2.8%	6.5%	\$108 / \$54	\$201 / \$100	1 / 1	7 / 5
Sri Lanka	2.1%	1.7%	92.8%	\$289 / \$275	\$325 / \$300	4 / 2	3 / 3

Employee Work Country	Combined Engagement	Giving Engagement	Volunteering Engagement	Average Annual Employee Donation per Donor / Median Annual Donation	Average Annual Company Match per Participant / Median Company Match	Average Number of Transactions / Median Transactions	Average Hours per Volunteer / Median Hours
Swaziland	20.0%	16.7%	5.9%		\$1,000 / \$1,000	1 / 1	50 / 50
Sweden	4.2%	0.9%	5.2%	\$320 / \$40	\$271 / \$50	2 / 1	14 / 5
Switzerland	7.2%	1.7%	7.9%	\$727 / \$174	\$443 / \$200	2 / 1	7 / 4
Syria	20.0%		33.3%				7 / 7
Taiwan	10.9%	3.7%	10.6%	\$328 / \$97	\$213 / \$93	2 / 1	9 / 3
Tanzania	12.5%	12.5%	2.0%	\$68 / \$68	\$10 / \$10	4 / 1	6 / 6
Thailand	3.7%	1.0%	6.2%	\$344 / \$10	\$332 / \$10	1 / 1	14 / 8
Timor-Leste (East Timor)	100.0%	100.0%		\$130 / \$130	\$130 / \$130	4 / 4	
Tonga	16.7%	16.7%		\$130 / \$130		12 / 12	
Trinidad and Tobago	1.8%	0.4%	1.7%	\$45 / \$20	\$28 / \$20	3 / 1	4 / 3
Tunisia	1.9%	0.3%	1.6%		\$25 / \$25	1 / 1	1 / 1
Turkey	1.7%	0.7%	1.8%	\$299 / \$80	\$304 / \$125	2 / 1	5 / 3
Turkmenistan	1.0%	1.0%	1.0%		\$10 / \$10	1 / 1	13 / 13
Turks and Caicos Islands	25.0%	25.0%	6.7%		\$10 / \$10	1 / 1	3 / 3
Uganda	36.4%	24.2%	18.4%	\$471 / \$217	\$428 / \$100	7 / 4	54 / 8
Ukraine	2.8%	2.6%	2.0%	\$518 / \$161	\$305 / \$161	2 / 1	3 / 1
United Arab Emirates	6.1%	1.9%	5.0%	\$785 / \$112	\$571 / \$178	2 / 1	8 / 3
United Kingdom	11.7%	4.3%	9.4%	\$456 / \$65	\$465 / \$150	2 / 1	14 / 5
United States	18.5%	10.9%	10.8%	\$763 / \$130	\$777 / \$150	7 / 2	14 / 4
United States Minor Outlying Islands	57.7%	41.3%	37.6%	\$683 / \$128	\$950 / \$200	7 / 3	12 / 5
Uruguay	5.6%	1.1%	3.9%	\$132 / \$22	\$257 / \$100	4 / 1	3 / 3
Uzbekistan	37.5%	12.5%	25.0%	\$3,500 / \$3,500	\$1,750 / \$1,750	2 / 2	8 / 8
Vatican City	50.0%	60.0%	50.0%	\$1,137 / \$360	\$230 / \$230	7 / 4	4 / 4
Venezuela	2.0%	1.1%	1.1%	\$1,547 / \$40	\$629 / \$26	7 / 4	5 / 2
Vietnam	9.9%	3.7%	6.8%	\$401 / \$196	\$238 / \$20	3 / 1	20 / 8
Virgin Islands	27.3%	16.7%	3.2%	\$1,070 / \$240	\$505 / \$505	7 / 8	2 / 2
Western Sahara	33.3%		33.3%				4 / 4
Zambia	37.5%	44.4%	0.7%	\$258 / \$50	\$206 / \$50	2 / 1	
Zimbabwe	20.0%	16.7%		\$3,000 / \$3,000	\$3,000 / \$3,000	3 / 3	

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

Insight from an Outside Source

- There is currently an unprecedented decline for employers trust, as well as a higher sense of grievance, which correlates with belief that businesses are not doing enough to address societal issues.

2025 Edelman Trust Barometer



Encouraging Employee Generosity

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U.S. Work State	Combined Engagement	Giving Engagement	Volunteering Engagement	Average Annual Employee Donation per Donor / Median Annual Donation	Average Annual Company Match per Participant / Median Annual Company Match	Average Transactions per donor / Median Transactions	Average Hours per Employee / Median Hours
AK	9.17%	6.28%	3.45%	\$1,374 / \$240	\$892 / \$430	6 / 4	22 / 5
AL	12.12%	7.00%	6.63%	\$799 / \$210	\$820 / \$180	7 / 4	19 / 4
AR	8.75%	9.34%	6.52%	\$978 / \$381	\$1,144 / \$413	12 / 12	15 / 3
AZ	17.13%	9.44%	13.14%	\$784 / \$230	\$573 / \$150	10 / 6	15 / 4
CA	16.37%	10.59%	6.61%	\$959 / \$250	\$856 / \$250	8 / 2	13 / 4
CO	16.19%	11.08%	9.31%	\$518 / \$88	\$560 / \$120	6 / 4	12 / 4
CT	21.04%	11.32%	16.72%	\$824 / \$120	\$872 / \$156	6 / 2	15 / 6
DC	33.22%	22.31%	17.80%	\$1,709 / \$150	\$820 / \$50	7 / 2	7 / 3
DE	22.70%	10.06%	18.32%	\$536 / \$104	\$616 / \$138	7 / 2	15 / 6
FL	14.81%	9.85%	9.58%	\$611 / \$75	\$527 / \$62	7 / 4	14 / 4
GA	14.94%	9.03%	9.24%	\$759 / \$192	\$625 / \$150	8 / 4	9 / 4
HI	9.13%	3.60%	6.77%	\$560 / \$100	\$877 / \$250	8 / 4	11 / 5
IA	20.68%	14.13%	15.54%	\$880 / \$260	\$738 / \$225	10 / 3	22 / 6
ID	14.85%	13.08%	7.87%	\$509 / \$120	\$469 / \$120	7 / 4	18 / 4
IL	23.99%	11.49%	14.78%	\$803 / \$125	\$830 / \$150	9 / 3	9 / 3
IN	15.96%	7.60%	9.74%	\$876 / \$140	\$1,387 / \$183	8 / 6	16 / 4
KS	16.52%	10.29%	7.49%	\$621 / \$130	\$494 / \$130	7 / 4	14 / 4
KY	14.16%	8.50%	5.98%	\$450 / \$112	\$506 / \$142	9 / 7	15 / 4
LA	14.81%	9.31%	7.25%	\$633 / \$121	\$699 / \$156	9 / 4	14 / 4
MA	30.04%	15.43%	20.07%	\$638 / \$105	\$491 / \$100	5 / 2	11 / 4
MD	18.97%	11.50%	11.53%	\$535 / \$40	\$863 / \$125	6 / 2	14 / 5
ME	32.44%	14.68%	22.51%	\$665 / \$150	\$739 / \$200	9 / 4	16 / 5
MI	16.82%	7.46%	12.64%	\$483 / \$100	\$978 / \$100	7 / 4	15 / 5
MN	27.76%	16.09%	19.60%	\$1,035 / \$250	\$826 / \$200	9 / 2	14 / 3
MO	19.33%	13.92%	9.16%	\$918 / \$159	\$904 / \$240	8 / 4	19 / 4
MS	20.34%	14.63%	5.30%	\$325 / \$52	\$648 / \$200	7 / 3	14 / 4
MT	14.19%	8.63%	13.59%	\$869 / \$220	\$872 / \$220	7 / 2	14 / 4
NC	18.52%	10.60%	10.14%	\$875 / \$208	\$670 / \$200	8 / 2	16 / 4
ND	11.61%	6.37%	5.02%	\$840 / \$150	\$801 / \$165	7 / 2	18 / 3
NE	23.79%	12.26%	16.93%	\$841 / \$180	\$1,170 / \$200	5 / 2	13 / 4
NH	18.84%	9.86%	12.73%	\$432 / \$119	\$619 / \$233	5 / 2	17 / 4
NJ	20.32%	11.72%	13.66%	\$544 / \$76	\$632 / \$100	5 / 2	10 / 4
NM	13.40%	8.80%	10.01%	\$838 / \$295	\$618 / \$250	8 / 4	14 / 4
NV	30.97%	18.41%	17.24%	\$157 / \$33	\$434 / \$100	8 / 4	7 / 1
NY	23.66%	14.53%	16.22%	\$870 / \$120	\$725 / \$80	6 / 2	14 / 4
OH	22.71%	14.30%	13.03%	\$721 / \$150	\$683 / \$150	11 / 6	12 / 4
OK	10.32%	5.19%	6.67%	\$836 / \$250	\$934 / \$237	12 / 11	18 / 5

U.S. Work State	Combined Engagement	Giving Engagement	Volunteering Engagement	Average Annual Employee Donation per Donor / Median Annual Donation	Average Annual Company Match per Participant / Median Annual Company Match	Average Transactions per donor / Median Transactions	Average Hours per Employee / Median Hours
OR	18.27%	11.72%	7.32%	\$710 / \$250	\$629 / \$260	12 / 4	17 / 4
PA	16.18%	9.15%	10.87%	\$603 / \$108	\$766 / \$175	8 / 3	14 / 4
RI	30.61%	10.23%	21.36%	\$513 / \$102	\$537 / \$100	5 / 2	9 / 4
SC	16.60%	10.18%	9.21%	\$623 / \$136	\$766 / \$178	10 / 5	18 / 4
SD	22.57%	14.93%	18.37%	\$924 / \$312	\$1,061 / \$300	8 / 5	19 / 6
TN	24.02%	13.87%	11.84%	\$686 / \$120	\$585 / \$156	5 / 4	11 / 4
TX	17.46%	11.20%	9.66%	\$645 / \$100	\$623 / \$100	6 / 3	12 / 4
UT	12.92%	7.54%	8.67%	\$578 / \$110	\$533 / \$150	6 / 3	15 / 3
VA	12.35%	7.45%	8.69%	\$682 / \$120	\$633 / \$150	6 / 3	13 / 4
VT	28.14%	7.84%	25.62%	\$534 / \$208	\$1,525 / \$225	19 / 10	23 / 6
WA	16.35%	13.20%	5.28%	\$1,366 / \$300	\$1,688 / \$500	10 / 11	36 / 5
WI	23.45%	10.67%	14.00%	\$800 / \$200	\$1,054 / \$250	11 / 8	23 / 5
WV	10.45%	4.51%	8.22%	\$571 / \$104	\$562 / \$135	11 / 4	15 / 5
WY	7.83%	5.80%	11.29%	\$971 / \$150	\$641 / \$200	5 / 2	20 / 6

Attendees of our Corporate Social Impact Summit in Dallas learning to perform first aid practices in partnership with the American Heart Association.



SECTION 09

Payment Processing

Key Data from NPOconnect

- **~7.6 million total charities are available for volunteering, request vetting, and offline giving.**

Approximately 7.6 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.

- **~1.7 million of those 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.

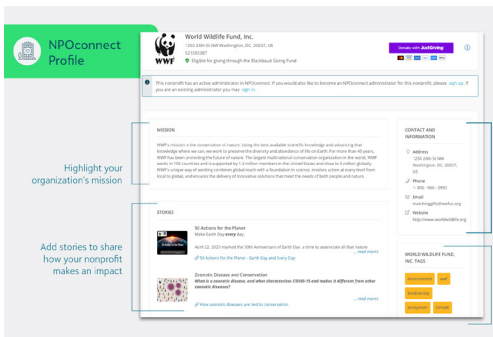
Charities recognize the efficiencies and effectiveness of receiving donations through the automated clearing house (ACH) payment. Registered charities can receive funding electronically for donations made in CSRconnect or from grants awarded through GrantsConnect quicker than by check. For international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



There was a 2% increase in payments disbursed through ACH. This increase brought the **number of payments delivered through ACH to 68%** of all payments in 2024 from 66% of payments in 2023.



In 2024, 74% of dollars funded were delivered by ACH, compared to 71% last year.



Benefits of NPOconnect

LEARN MORE ►

SECTION

10 Overall Methodology

Our 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.

OUR RESEARCH APPROACH

To construct the thirteenth 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, 2024, to December 31, 2024, 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.

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.

Limitations and Assumptions

All conclusions are extracted from direct historical data managed internally during the January 1, 2024 to December 31, 2024 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. The determination of “complete” changed this year to ensure the integrity of the data. In previous years, we required 10 donation or participant records per quarter. This year, the criteria was a function of the employee count of the organization:
 - <1,000 employees: donation transaction count or volunteer participation count >10
 - 1,000-5,000 employees: donation transaction count or volunteer participation count >25
 - 5,000-10,000 employees: donation transaction count or volunteer participation count >40
 - 10,000-50,000 employees: donation transaction count or volunteer participation count >50
 - 50,000-100,000 employees: donation transaction count or volunteer participation count >65
 - 100,000+ employees: donation transaction count or volunteer participation count >75
- In addition, we eliminated companies with a >95% decline in transactions or a >50% decline in employee populations quarter over quarter. All requirements were created to ensure clients that have recently joined or are not otherwise fully utilizing the platform were not included in analyses.
- 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, 2024 - December 31, 2024.
- 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: Minnesota, Michigan, North Dakota, South Dakota, Montana, Wisconsin, and Wyoming

Eastern Region: 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: Idaho, California, Washington, Arizona, Utah, Oregon, Nevada, Alaska, and Hawaii

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

Southern Region: 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 on 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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