Industry Review

Employee Engagement & Corporate Social Responsibility Benchmark & Trends Report

Program Trends

Disaster Relief Campaigns

A disaster strategy is a vital element of a company's employee engagement and social responsibility programs. For more data on disaster campaigns and other programs trends take a deeper dive into section 5 of the industry review.

\$9M+	 Percent of Disaster Campaign Donations 52% COVID-19 - \$4.7M 31% Social Justice - \$2.8M 17% Other - \$1.6M (earthquake, fire, etc.) 	Average Donation Amount per campaign type	\$141 COVID-19	\$246 Social Justice	\$144 Other
		Percent of Char COVID-19 Social Justice Other	rities Supporting	g Disaster Relief	62% 30% 22%
Giving Campaigns	$ = \sqrt{2} $		No Groups	VS	source Groups
\$694	\$848	1	10%	1	4%
Average annual employe donation per donor	ee Average annual employee donation per donor		erall employee Jagement rate		all employee agement rate
Giving campaigns area g disaster relief, while year opportunity to continuou	e effective	Bringing like-minded emplyoees together continues to be effective. Companies offering resource groups see higher engagement.			

GLOBAL EMPLOYEE ENGAGEMENT



\$3,135

The median employee donation amount increased by \$447 in 2020 compared to 2019.

The top 10% of givers (90th percentile) donation amount increased by \$1,667 in 2020 compared to 2019.

Since 2015, the Industry Review has provided companies insight into employee engagement and social responsibility. Observations of the key learnings and trends throughout this report have been analyzed through data collected within the CSRConnect and GrantsConnect platforms. The 2021 report consolidates data collected between January and December 2020. Our team sets out to identify shifts in employee philanthropic behavior, as well as the trends in program elements offered by corporations to their employees. All findings are shared with the social responsibility community to ensure they are armed with the latest research from this space.

Enterprise Engagement Trends

Companies with 0 - 1,000 Employees had the highest engagement

26.67% +1.76%

Combined Employee Engagement

Average Annual **Employee Donation** Amount per Donor

Grants

7.2M+

employees

In 2020 \$342 million grant funds were awarded to nonprofit organizations through GrantsConnect and the average grant awarded was ~\$11,530.



This data reflects a subset of employee activity from 284 clients and over 7.2 million employees.

BUILT FOR A CHANGING WORLD™



Average Annual Company Match Per Particiapant

Average Hours per Volunteer





50% of companies offering at least giving or volunteering achieved an overall engagement rate between 5.29% - 24.78%.

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