

Industry Review

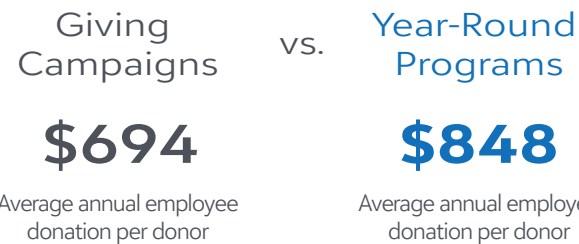
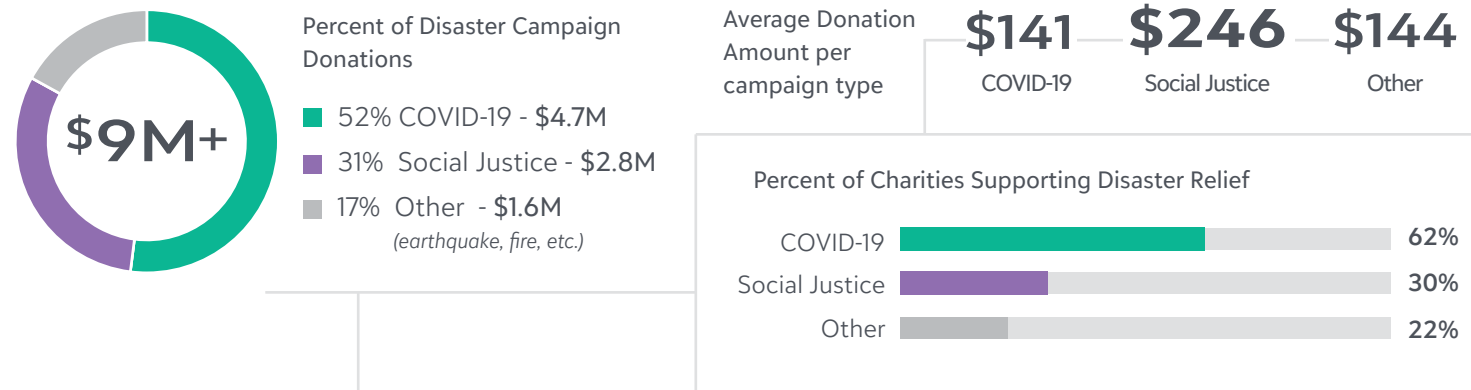
Employee Engagement & Corporate Social Responsibility Benchmark & Trends Report

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.

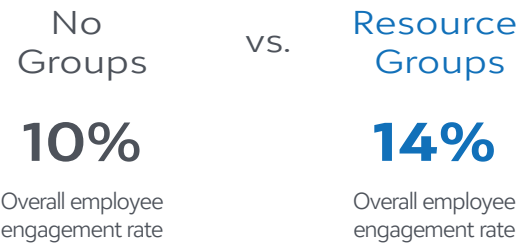
Program Trends

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.



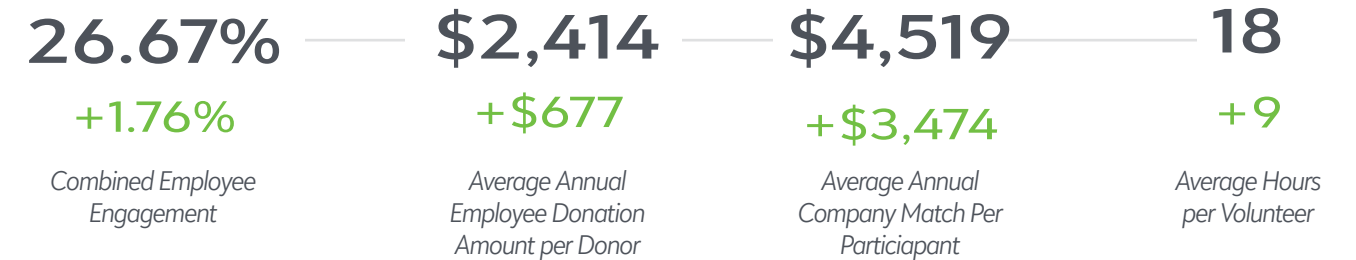
Giving campaigns are a great option to rally around a cause like disaster relief, while year-round programs give employees the opportunity to continuously support nonprofits.



Bringing like-minded employees together continues to be effective. Companies offering resource groups see higher engagement.

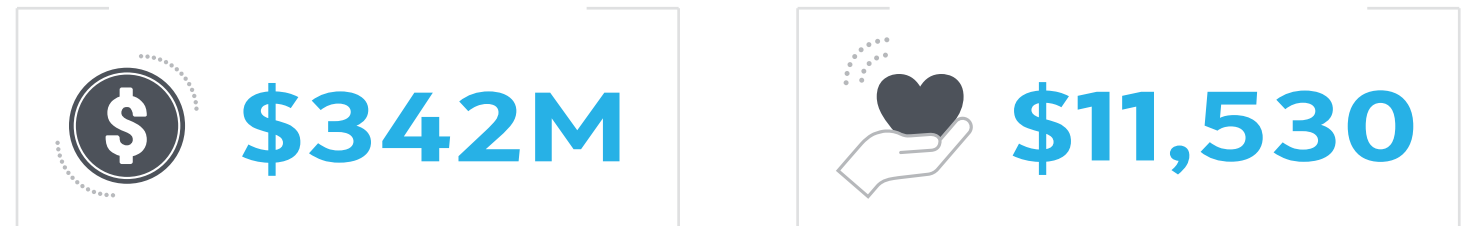
Enterprise Engagement Trends

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



Grants

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



GLOBAL EMPLOYEE ENGAGEMENT

\$1,105

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

\$3,135

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

7.2M+ employees

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

5-25% engagement rate

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